

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVII.

NEW YORK, MAY 17, 1899.

No. 7.

THE PHILADELPHIA EXPOSITION OF MANUFACTURES.

Will be opened in September and continued until November, 1899.

THE LEADING DAILY EXPOSITION

of all that is Best in Newspaper Making appears in the

Philadelphia Record

carrying, as it does, the greatest volume of advertising and directing more people to the channels of trade than any other Philadelphia newspaper.

Mr. F. D. Hurtt, President of Pond's Extract Co., New York, says: "Our advice to all manufacturers is to advertise and never stop."

And they can do it in THE RECORD in THE BEST AND CHEAPEST MANNER.

THE LARGEST CIRCULATION IN PENNSYLVANIA.

Average during April, 1899:

187,717 copies daily edition, rate 25 cts. per line; 146,325 copies Sunday edition, rate 20 cts. per line.

The Record Publishing Co., Philadelphia.





Getting Results

Our way to get results from advertising is by talking to the people through the privileges of street cars. We have these privileges to sell—in the very best street car service in the United States and Canada.

When you buy street car advertising from us, you have the assurance of getting the attention of prosperous communities. We give you the convincing details, the unquestionable facts, before you sign a contract.

All claims look alike on paper, this is why we urge the opportunity of meeting you "face to face" with full particulars.

May we come? A "postal" hint will be sufficient invitation.

The Mulford & Petry Company

WESTERN OFFICE:
99 WOODWARD AVENUE,
DETROIT.



EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVII.

NEW YORK, MAY 17, 1899.

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MENNEN'S METHODS.

A TALK WITH AN ADVERTISER WHO HAS ACHIEVED A REMARKABLE SUCCESS—ADVERTISING TALCUM POWDER—TRICKS OF THE MEDICAL PRESS—VALUE OF A FACE—PROFITS THAT SATISFY—SAMPLING AND ITS DRAWBACKS—THE "LADIES' HOME JOURNAL" AND CASH DISCOUNTS.

Gerhard Mennen's face is well known to all magazine readers and street car travelers. He is one of the four men who have made a success of using their own countenance as part of their advertisements. Mennen is the sole owner of the Borated Talcum Powder, the advertisements of which meet us in every magazine and in the street cars of all the leading cities.

I called on him at his office at 44 Orange street, Newark, N. J., the other day, for the purpose of interviewing him about his advertising. He is a man of about middle age, tall and dark, and an enthusiast. He has the faculty of communicating his enthusiasm to those he converses with. His offices are decorated in Oriental style, and stock rooms, shipping department and factory are all as scrupulously clean and neat as one would expect from the constant superintendence of so methodical a man.

Asked about the origin of his business, Mr. Mennen said:

"I started selling the Talcum Powder here in Newark on Broad street ten years ago. At that time I kept a drug store. I believed there was a market for such a powder, which I made from my own formula. At first I advertised only in the medical papers, so as to introduce the article to physicians, hospital nurses, etc. I also circularized all the professional nurses and midwives whose addresses I could find. To these I sent a 'Treatise on Hygienic Infant Powder' and some samples."

"Did the medical papers pay you?"

"They did not, and I want to tell you just how they treated me, so that

you can draw your own conclusions as to whether some of them are blackmailing sheets or not. At the time I commenced to use the medical press, I had a competitor—Dr. Julius Fehr—who advertised in a small way in these publications. I advertised in a much bolder way, taking half-pages. After spending quite a lot of money with the medical press trying to get the good-will of the doctors, I was notified by some of the publishers that the rates would have to be increased, as my rival, Dr. Fehr, had offered more than double the rates I was paying for the half-page, provided I was barred from advertising in those publications. Before answering Dr. Fehr, I was written to, with the view of getting me to 'go one better' in price than my competitor, but I refused to do so, as I had been losing money in the medical papers."

"The publishers were willing to sell the space to the highest bidder, then?"

"Exactly. It was a mild form of blackmail, but I am indebted to the medical press anyhow, for this action of the publishers drove me into the secular publications, and lo! I immediately began to make money."

"You did not advertise again in the medical papers?"

"No, and I don't intend to. About six months after I had dropped out Dr. Fehr refused to pay any but the old rates, and then the publishers wrote me that they would be glad to have my ad back at the former price, but I took no notice of the offer."

"How long have you been advertising in the general magazines?"

"Between five and six years, and I am well satisfied with the results. I also use posters and street car signs, for I believe that no single method can be productive of good results in advertising. Publicity has a wider meaning than merely advertising in newspapers."

"Do you advertise at all in the newspapers?"

"Very little, except by means of

small readers in some evening papers. Every advertiser has his own opinion on how best to advertise, and, of course, I have mine. Now, my theory is that there is too much matter in newspapers for the ads to be thoroughly read. I mean too much matter for the time there is to read it. Before one paper can be thoroughly read another issue is out. It is different with magazines and monthlies. They can be read at leisure, and there is more time for studying the ads."

"What magazines are you in, Mr. Mennen?"

"Mostly all of them. I use a quarter-page space, which serves my purpose. Then I use all the monthly publications that are chiefly intended for women—fashion papers and musical journals."

"About how much is your advertising expenditure?"

"About \$3,000 a week, for all kinds of publicity. I use the most expensive publications, such as the *Ladies' Home Journal* and the *Youth's Companion*. I have bought the back cover of the former for the coming July number."

"Might I ask the price?"

"It is \$4,000, but if I pay in advance on May 15th—six weeks prior to publication—I am allowed a discount of five per cent. That means \$3,800 net. The \$200 saving is quite an item."

"You use your portrait in all your ads, I notice?"

"Yes, and I find it of great value. Formerly I used the portraits of celebrities, such as Edna Wallace Hopper, but other advertisers had the same right to use those pictures, and the practice became common. The advantage of using one's own features in an advertisement is that nobody cares to copy the picture. It lends at once a personal individuality to the ad. It is a mistaken idea to suppose that vanity has anything to do with the use of one's picture in an advertisement. It is purely a matter of business, and the identity of the face has a commercial value. You can't steal it with impunity as you can the portrait of some public celebrity. I have frequently been told in drug stores and department stores that, when Talcum Powder is asked for, the purchaser invariably insists on having the package 'with the man's face on.' My preparation, you see, through my extensive and aggressive advertising, has

become the standard, and my business has grown so large that I have had to give up the drug store and everything else in order to attend to it exclusively."

"What methods of advertising do you employ in the big cities?"

"First of all, poster work—you have seen our large posters, of course. After they have been up about two weeks we sample the city, delivering at every residence an envelope containing a sample of the Borated Talcum Powder addressed to the lady of the house. About the same time we have our cards put in the street cars, and then the work is over."

"Do you believe that sampling is effective advertising?"

"I know it is, the way we manage it; but sampling also has its drawbacks."

"In what way?"

"Well, it is scarcely noticeable during the middle of the week, but it is particularly apparent on Mondays, when we have practically three days' mail. You know our ads contain the offer to send a sample free on request, and it frequently happens that some 'sample fiend' or other will send us a dozen or more postal cards, all signed by different names, but asking for a sample to be sent to a certain box in that town. On comparing the postals—which we can when they are all in one mail—we find that all have to be sent to the same address. Of course we 'smell a mouse,' and one sample only is sent to the address given. Then again, when we were advertising in the medical press we used to offer boxes of the powder free to the doctors for professional trial. It was astonishing what a lot of boxes some of these country doctors sent for, and we occasionally found that our generosity was being imposed upon, and the powder sold to their patients. It is really the 'professional samplers'—those who send for anything that is free—who make the advertisers disgusted with sending out samples."

"Do you advertise in foreign papers at all, Mr. Mennen?"

"Oh, yes; in Mexico, Central and South America. We have quite a large export trade."

"The letters which you get in answer to your ads—do you follow them up with other advertising matter?"

"We simply send the sample asked for and some circulars describing the many uses of Mennen's Powder. We

keep the letters, but not for our own use. They fetch a good price in the market later on. Other advertisers are glad to buy them."

"How about booklets?"

"We use them occasionally. I am just preparing one to issue in July. Here is the front cover, illustrated. In diagonal corners are two portraits—Admiral Dewey's and my own. Note the title, 'Powder and Its Uses—the Kinds That Have Won Fame in Two Hemispheres.' The beginning of the booklet tells all about the making of gunpowder, the kind that 'Our George' used in Manila. Later in the book I describe how my own powder is made. I make no secret about it."

"Do you write your own ads?"

"Most of them. I am an enthusiast in advertising, and my business is my life. Consequently I am always thinking about how to improve my advertising. This is the pleasantest task of my existence. There is a fascination about advertising, and the uncertain element in it is not its least attractive feature. I have always claimed that the successful advertiser must be a natural-born gambler. What I mean is that he must not be unnerved by losses or 'phased' by failure. Advertising is a game that one can't play properly without both capital and courage. If either is lacking, better not go into it at all."

"Do you place your advertising direct or through an agent?"

"Well, J. Walter Thompson places most of the magazine advertising, and N. W. Ayer & Son, of Philadelphia, also place some. I attend to the theater programmes myself."

"Do you use that form of advertising extensively?"

"Yes, but mostly in the big cities, particularly in New York. I believe that quite a large percentage of the programmes in the better-class theaters are taken home for reference. Anyhow, I like to give all forms of advertising a trial, and I don't expect too much from any. That is another great fault with the inexperienced advertiser—he expects too much. Crack-brained solicitors try to fill them with ideas about doubling up their investment in a few months. Whenever any fellow tries that game on me I can't help getting angry at being thus taken for a fool. I have a big business already worked up, but it has taken plenty of money, hard work and time

to get there. If I should decide to increase my advertising appropriation by a hundred thousand dollars next year I would be well satisfied to get 5 per cent on the outlay, because that would be a sure indication to me that next year, on that same extra outlay, my profits would be doubled and would continue to grow. Advertising is like a snowball started from the top of a hill—as it rolls down it grows bigger and bigger in size. It is cumulative all the time."

"Are you a reader of PRINTERS' INK, Mr. Mennen?"

"I have a special pigeon-hole for it right here in my desk, and I always keep it handy. I consider it a great help to advertisers."

JOHN CHESTER.

WHY NOT, INDEED?

The advertising carried by trade papers is necessarily of a different order to that which appeals directly to the consumer in the newspapers. It is addressed to the dealers, who are naturally supposed to understand the technical wording peculiar to the different lines of goods. But why should said dealers not be treated as reasoning beings capable of understanding a logical argument in favor of certain lines, instead of being subjected to a series of superlative adjectives and phrases spread out as on a checker board, without any continuity of thought or sequence in their setting up?—*Profitable Advertising, Boston, Mass.*

ILLUSTRATED WANT AD.



A GOOD MAN WANTS A POSITION.

"BRIARCLIFF FARMS."

HOW DAIRY PRODUCE HAS BEEN SUCCESSFULLY ADVERTISED.

It is somewhat of a novelty to see dairy produce advertised in the metropolitan dailies, but lately there have been some neat and effective ads in the New York papers emanating from the farms at Briarcliff Manor, Westchester County, N. Y. The papers used were the *Tribune*, *Times*, *Evening Post* and *Mail and Express*, and obviously the object was to reach the better classes of the city.

The New York office of the Farm is in the Seymour Building, Fifth avenue and Forty-second street, and there the other day I found Mr. B. D. Pinney, who attends to the advertising

"We have had a quarter-page in the *Independent* and another in the *Outlook*. Then again we have advertised in some of the street cars and on the elevated roads."

"What is the chief article you advertise?"

"Milk and butter, but we also advertise, in season, eggs, poultry, vegetables and cut flowers. In fact, everything that an up-to-date farm produces."

"Is the farm so prolific that you can supply all comers?"

"No; but it produces much more of everything than it used to do. For several years we have been supplying Tarrytown, Yonkers, Dobbs' Ferry and Scarborough with Briarcliff milk, and now the management of the farm

"Milk and water are the two most active agents in carrying disease into the home. It behoves every home-maker to use the utmost intelligence and care over these two important articles of food."—The *Outlook*.

BRIARCLIFF MILK completely fulfils the above requirements, being not only free from all pernicious germs, but is exceedingly rich in its nutritive qualities.

BRIARCLIFF FARMS 7 Seymour Building, Fifth Avenue and Forty-second Street, New York

end of the business. He was extremely modest on the subject of Briarcliff publicity, and explained that, as they had only been advertising in the newspapers for the last two months, he had but a brief story to tell anyhow.

"I believe in advertising," he said, "and think it is only a question of judgment in the selection of space and the securing of proper rates that insures success."

"But what about the preparation of the matter, Mr. Pinney?"

"Yes, that's so, that is also an important item. Prior to going into the newspapers we used to send out some very handsome and costly booklets to names taken from the Elite Directory, and also to hospitals and public institutions. The booklets were attractively gotten up and contained reproductions of photographs taken on the Briarcliff Farm, by way of lucidly interpreting the text. Our business grew a good deal on the strength of these booklets, but the newspaper advertising has given it an extra boom."

"What other mediums have you used besides the four New York dailies?"

feel justified in recommending it to the physicians of New York for their favorable consideration. We wish to see it introduced to the hospitals and other institutions, and we want the best families in New York to try it and find out its excellence."

"What is its particular merit, Mr. Pinney?"

"Its purity. The herd is pastured in carefully selected land. The cattle are as carefully attended to as if they were human beings, and every precaution is taken to insure their health and cleanliness. Scrupulous care is observed in the milking, and in the processes of cooling and bottling. The milk is therefore unusually rich and in superior sanitary condition."

JOHN C. GRAHAM.

THEN AND NOW.

Formerly the demands of the public caused an article to be put on the market. To-day enterprising merchants create, by the use of advertising space, a desire in the public mind to seek products which the dealer has devised.—*Boston (Mass.) Herald*.

An article, to be worth advertising to-day, must have merit, and advertising, to be remunerative, must be restricted to truthful statements—JAS. G. CANNON.

You
Can not Reach
Readers
of

The Sun

Through
Any Other
Daily
Publication

Address,
THE SUN, New York.

TESTIMONIAL WRITERS.

Every newspaper reader is familiar with the blood-curdling autobiographies that appear in connection with some cure by an advertised patent medicine almost every day in the public prints. By some these testimonials are readily swallowed; by others, well, they are swallowed, too, but with a few large grains of salt.

This is not meant to imply that the testimonials in themselves are not genuine, nor to insinuate that the advertiser has "faked" the originals in order to make them appear stronger. On the contrary, it is often necessary for the advertiser to tone down a testimonial, and he frequently rejects many altogether for no other reason than that they are "too strong."

People who write voluntary testimonials to the merits of patent medicines are usually of the poor and ignorant classes. Nine out of every ten such testimonials have to be edited before they can be published. The grammar and spelling is frequently too original to go before the ordinary public. It is singular that the people who can not write, and know they can not write, good English are apt to be very prolific with the pen, and have a yearning to see their name in print. Men and women of common sense and education do not seek the kind of publicity that is identified with being cured of lumbago, carbuncles or housemaid's knee. Of course, if a medicine actually cures a longshoreman or a farm laborer it is as valuable, life for life, as if it restored a millionaire to health, but the millionaire would keep quiet about it, whereas the poor man could not be restrained from inditing an ill written, badly spelled and dirty letter to the owners of the medicine, telling how it had "raised him from the grave" or brought him "back from the jaws of death." He would be all the more willing to do this if he knew that a small honorarium would be given him for his testimonial.

This much I know from my own personal experience—the best testimonials are paid for, and some of them are well paid for; it all depends on the standing and influence of the person testifying. You may notice that an unusually large percentage of testimonial writers are clergymen. There are some of these gentlemen of the cloth willing to indorse anything from

a stove polish to a kidney cure "for a consideration." This is particularly true of colored clergymen, no fewer than twenty-seven of these having come under my notice during a three months' "editing" of testimonials.

But a greater reward than money to most country writers of patent medicine testimonials is the publicity they secure and the "privilege" and distinction they enjoy of having "their picter in the papers." A Dewey, a Hobson, a Sampson or a Schley have no cause for self-congratulation besides that of "Mr. Amos Smith, of Frog's Corners, a prominent citizen, who was completely cured of scrofula by using Dash's Dainty Skin Tablets."

THE ATLANTA METHOD.

The following is a copy of the form of advertising employed by the Atlanta Business Men's League in presenting business opportunities for the investment of capital under the heading of "Business Opportunities in Atlanta":

SPECIAL NOTICE.—The league has no money to invest or to pay as bonus. This bureau has been established for the purpose of bringing together those who are seeking capital to develop worthy enterprises in Atlanta and those who have capital for investment in enterprises of this character.

LISTED INFORMATION.

No. 2006—Man experienced in the practical work of manufacturing pants, overalls and shirts, wants to establish small factory. Has \$1,500 and wants partner with \$2,000.

No. 2007—Harness factory, doing good business in small Georgia city, wants to locate in Atlanta and secure a partner with \$5,000. Party is well known in Atlanta and is now doing good business, which he desires to increase.

No. 2008—An Atlanta pants and shirt factory, established several years and doing good business, wants partner with \$8,000 or \$10,000. This concern makes a good showing and claims that business is capable of material increase.

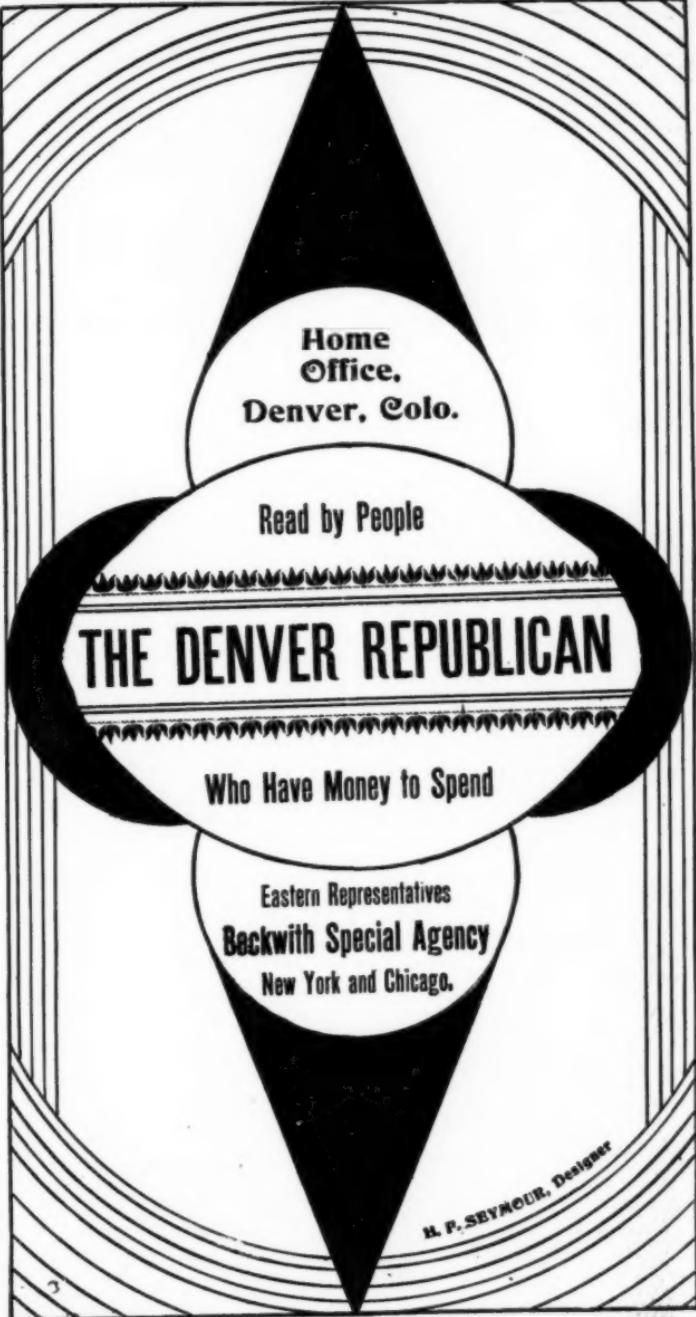
For information, apply to Atlanta Business Men's League.—*Chattanooga (Tenn.) Times.*

TWO CLASSES.

Those agents and advertisers who have been longest in the business profess to know the least about the relative values of mediums for particular products until they have been tried and tested. Nevertheless their judgment is infinitely superior to that of the class of people who, not having had any experience, profess to be infallible and ultimately fail dismally.—*The Advisor.*



BOUND TO BE SEEN



Home
Office.
Denver, Colo.

Read by People

THE DENVER REPUBLICAN

Who Have Money to Spend

Eastern Representatives
Backwith Special Agency
New York and Chicago.

H. P. SEYMOUR, Designer

INTRODUCING A WEEDEER.

Mr. V. K. Frey, of York, Pa., sends to PRINTERS' INK the following interesting story of how D. Y. Hallock & Sons, of the same city, introduced their "Weeder":

There are many firms in York, Pa., who owe a large measure of their success to advertising. But not one had such faith in this method of promoting trade that everything was staked upon its efficacy except D. Y. Hallock & Sons, manufacturers of Hallock weeding machines and other agricultural implements. The Hallock implement is an entirely new thing. The

are firmly convinced that this is the only way to develop trade. The firm's appropriation in 1897 was \$4,000, and the sale of the machines reached a little over 4,000. In the fall of that year contracts were made for advertising to run from January 1 to May 1, which involved an expenditure of \$20,000. This means the expenditure of something like \$170 a day or a trifle over \$7 an hour during the time the contracts were in force. The advertisements brought in about 20,000 inquiries and 18,000 machines were sold. Roughly stated, each inquiry cost a dollar, and almost every inquiry sold a machine, evidence that the mediums were well selected. But this is not the only benefit the firm expects to get from the \$20,000. It is expected that the effect of this first splurge will be felt in their receipts for some time to

first Hallock weeder was turned out in 1892. That year 500 of a round tooth pattern, which has since been abandoned, were made and sold. In the following year the number was doubled. In 1895 the output fell back to 500. The principle of the machine had been demonstrated to be correct, but the construction was faulty, and during 1896 extensive experiments were made. Then Mr. Hallock hit upon the "flat tooth" construction, and fifty machines were sent out. They proved a success, and the firm determined to make a drive for a fortune. They succeeded, but did it on strictly modern lines. They did not put a cent into expenses and salaries for traveling men. They put everything into advertising. Since then they have given the newspapers and agricultural journals of the country over \$40,000 in exchange for space, and they

come. Encouraged by the success of their first plunge the Hallocks immediately placed orders for the construction of 27,000 of the machines for sale in 1899, and \$16,000 more was invested in advertising. To-day order after order is being declined because the implements can not be made fast enough. Though only American agricultural media are used the advertisements have proven so effective that Hallock weeders are now playing hob with the weeds of South Africa, Cuba, Manitoba, British Columbia, Australia, New Mexico and even Crete. But the Hallocks do not rely exclusively upon advertising in newspapers and periodicals. They use circulars liberally, and this and the fact that their business is exclusively of the "mail order" variety, make them the heaviest patrons of the York post-office.

BOOKS ONLY THE QUEEN CAN SELL.

It seems a funny thing that the Queen will not allow any one else to print and sell certain books. All charts used by mariners are printed and published exclusively by the Queen. This is a good thing, as it insures the accuracy of the chart. Ordnance maps are also printed by the crown alone, and, in fact, it is the crown alone that can afford the expenditure incurred in their construction. A third publication which the Queen keeps to herself is the useful monthly journal of the Board of Trade. This is, or ought to be, a profitable speculation, as it is crowded with advertisements. Then, most strange of all, the Queen, in company with Oxford and Cambridge Universities, has the exclusive privilege of printing, publishing and selling the Bible. Any one, however, may publish a Bible provided he adds some annotations. In the matter of copyright the Queen has great advantages over her subjects. Any ordinary person publishing a book has the exclusive right to publish and sell it as long as he lives and for seven years after his death or

for forty-two years from the date of first publication if that be a longer term, but the Queen's copyright in anything she publishes will last till the day of judgment.—*London Answers*.

"ALL THINGS TO ALL MEN."

A study of the human face convinces any one that one line of argument will never bring universal conviction to the minds of men. You talk Quality with a capital Q and somebody approves and responds. You talk low prices to another and you've captured his heart—and his trade. You talk "soft soap" to the third and you catch him with a bare hook. You appeal to local pride, patriotism and prejudice, and you bring down game every shot. So in writing advertising one must take a broad view and write, not for a class or a man or a trait, but for all classes, all men, all traits. That is, one must appeal to "human nature," which is as wide as the continent and as deep as the ocean, and—paradoxical as it may appear—as shallow as a mud puddle, too!—*Profitable Advertising, Boston, Mass.*

THE NEW YORK COMMERCIAL ADVERTISER

**Is the Oldest ----
Newspaper in the City.**

It has been published over 102
years consecutively.

Its circulation is among intelligent
and well-to-do people. It goes into
the Homes of the Children, Grand-
Children and Great Grand-Children
of its Original Subscribers.

These constitute the Substantial
Elements of New York's citizenship.

They constitute also the Best
Clientage of substantial and respon-
sible business houses.

Their Attention can best be
secured through the advertising
columns of

The Commercial Advertiser

AMERICANS IN EUROPE.

By Charles C. Schnatterbeck.

The great expansion of our export trade has turned attention to the methods pursued by our manufacturers in introducing their goods to the foreign public more particularly to consumers on the continent. Prominent among these exporters are makers of machinery, and the foremost of these are extensive advertisers in the leading trade journals abroad.

In France we find the "Remington" typewriter being assiduously pushed by the Parisian office of Wyckoff, Seaman & Benedict and the United States Metallic Packing Company, Limited, by H. Biunner, of Lille. The specialties of the American Tool Works Company, successors to the Davis & Egan Machine Tool Company, of Cincinnati, O., are handled by Messrs. Roux Fres & Cie, of Paris. The firm of E. W. Bliss & Co., manufacturers of presses in Brooklyn, N. Y., are represented by A. Wilzin, of Paris. The Westinghouse electric machines are being placed by R. Rogers & Cie., of Paris, who are also the sole agents for Belgium, Italy and Russia. The Worthington pumps are probably the most extensively advertised, and these are sold by the Societe Francaise des Pompes Worthington, of Paris, which has a capital of 2,000,000 francs. The Thomson Houston electric traction system is also being introduced by a French company which has a capital of 40,000,000 francs and headquarters in Paris. The Otto gas engine is given much publicity by a French company in Paris capitalized at 3,250,000 francs.

In Germany the Worthington pumps are again in much evidence, and here orders are booked at the Berlin office of the company. The Pelton water-wheels are being advertised by H.

Breuer & Co., of Hochst & Main, and the Garvin Machine Company, of New York, solicits business from Berlin. An exception to the general rule is Jenkins Brothers, who are advertising their Standard joint packing from their home office in New York, as they have no representatives abroad. The "Bristol" patent belt lacing, manufactured by the Bristol Company, of Waterbury, Conn., is looked after by Herman Priester, of Hamburg. Among the unique advertisements is that of M. H. Thofehrn, of Hanover, who is selling "Ticonderoga" graphite, which is mined at Ticonderoga, N. Y., and is largely owned by the Joseph Dixon Crucible Company, of Jersey City, N. J.

In Italy we have not many American advertisers, though "Magnolia Metal," a New York production, has attracted much attention from the half-page ads which the sole agent, Pietro Micheli Figlio, of Genoa, has been carrying in the trade press.

In Belgium the number of American advertisers is also limited, and includes mostly those firms that are doing business in neighboring countries.

In Sweden an American flavor is given to the advertisements of H. Hindsberg, who announces that his pianos have been built on the Steinway Grand system. Otherwise little or no mention is made of our industrial enterprises.

I may add that several of our manufacturers are solely represented in Europe by one agent or firm. Under this category comes the Bradley Pulverizer Company of Boston, which manufactures the "Griffin" pulverizer mill; the general agent is A. V. Young, who has headquarters in Berlin.

THERE is always some reason why the maker or seller of goods believes that his goods are more desirable than others in his line.—*Shoe and Leather Facts.*

I WAS DEAF

For years, and almost frantic
With HEAD-NOISES.

I tried every known treatment and device without help. Finally I cured myself by Galvanic Electricity. If you are deaf or growing deaf or have head-noises don't waste time and money as I did. Write me and I will gladly send you full information FREE. Address with stamp
W. J. TINDALL, PAINTER, COHOES, N. Y.

The St. Paul Globe.

Daily Average
CIRCULATION
During 1898 :

22,012

The St. Paul Globe.

WESTERN ADVERTISING,
WILLIAMS & LAWRENCE,
87 WASHINGTON ST., CHICAGO.

EASTERN ADVERTISING,
CHAS. H. EDDY,
10 SPRUCE ST., NEW YORK.

**REVELL'S
FURNITURE
STORE,**

**WHERE THE
"BARGAINS"
COME FROM.**



ALL ROADS LEAD TO

REVELL'S

FURNITURE

CARPETS

CURTAINS

WABASH AVE AND ADAMS ST.

THINKS IT STRIKING.

CHICAGO, May 2, 1899.

Editor of PRINTERS' INK :

I take great pleasure in sending you an advertisement of A. H. Revell & Co. of this city. The ad appeared in the *Record* this morning,

and is, in my humble opinion, as effective and striking as any I ever saw. Mr. J. T. Revell, who writes the advertisements for the firm, can justly be proud of this masterpiece in newspaper advertising. Yours truly,

N. C. HENRICH,
Adv. Manager *Freie Presse*.

A WORD FROM THE "BAPTIST
STANDARD" MAN.

DALLAS, Tex., May 2, 1899.

Editor of PRINTERS' INK :

I thank you for so kindly printing my article on "The Religious Paper as an Advertising Medium," and am grateful for your favorable comments thereon. Lest, however, there may be some among your readers who will join in your criticism of my statement of the circulation rating of the *Standard*, I ask the privilege of saying that your statement to the effect that no circulation rating was given you for the last issue of your Directory is a manifest error. A full itemized weekly statement of circulation, taken from the received bills of the concern that does our press work, was forwarded you October 22, 1898, in time for the last issue of the American Newspaper Directory. A copy of the statement is herewith inclosed. No word was received in this office to the effect that the report was in any way defective, and favorable comment was made on the circulation of the

Standard in PRINTERS' INK just after the Directory was issued. It has been difficult, since you have adopted the plan of issuing the Directory quarterly, to keep up with circulation statements. With one or two exceptions the American Newspaper Directory has carried the itemized statement in figures of the *Standard* ever since it has been under the present management, covering a period of over seven years. As you will see from the inclosed copy of the circulation statement to which allusion is made, the total number of complete copies of the *Standard* printed for one year from November 5, 1897, to October 27, 1898, was 912,350, a weekly average of 17,542 copies. It has always been the policy of the *Standard* to tell the exact truth about circulation, despite the peripatetic and ubiquitous circulation liar.

J. B. CRANFILL.

"THESE reporters have to scour the city for news?" "Why don't they scour the news, too, while they're about it?"—*Truth*.

-Nashville Banner-

**Tennessee's Leading
Newspaper**

**Daily Average Sworn
Circulation
During April, Ninety-Nine**

Fifteen Thousand and Ten

For rates, address,

S. S. VREELAND,

Eastern Representative, 150 Nassau Street,

NEW YORK,

and

NASHVILLE BANNER, NASHVILLE, TENN.

E. M. FOSTER, Business Manager.

ABOUT BOSTON.

BOSTON, May 5, 1899.

Editor of PRINTERS' INK:

A reputable physician of the Hub throws ethics aside, and in a one-inch newspaper ad says:

It is needless
B U T C H E R V.

To cut for Appendicitis,
I guarantee to eradicate every case
in 3 days or be hung.

S. M. LANDIS, M. D.,
1513 Washington St., Boston.

A bicycle school says a good deal in these few words:

NO FEAR.
NO FALL.
NO FAIL.

and the manager tells me every student he has booked has referred to them.

The principal of a big business college when asked what in his advertisements attracted the most students, claimed that it was a line in his circular stating that roll-top desks were furnished pupils.

The Boston Post advertises its Sunday edition with this phrase: "You'll miss it if you miss it."

◆◆◆
HIS SIGN.

BUFFALO, N. Y., May 6, 1899.

Editor of PRINTERS' INK:

There is in our town a business man who owns the French name of Chouffett. He has probably been addressed as Mr. Chowfit, or perhaps spoken of as Shoeft, Shuffit, Chewfit, Showfeet and Choo-Fett indiscriminately, until patience has ceased to be a virtue, and in desperation he has put up a sign reading:

CHOUFFET
(Pronounced)
Shoo-fay.

Yours respectfully,
CHARLES W. BRADLEY.

◆◆◆
IN ST. LOUIS.

ST. LOUIS, Mo., April 26, 1899.

Editor of PRINTERS' INK:

"Coppell," the tailor, marches a couple of repulsive looking, black-skinned wenches through the business streets, bearing banners and scattering handbills. The handsome automobile delivery of "Crawford's" is attracting the attention of every one here this week. It is the first acquisition of the kind in the city.

Yours truly,
HARRY MEYER.

◆◆◆
A SUGGESTION.

Office of
THE WELCH GRAPE JUICE CO.
WESTFIELD, N. Y., May 8, 1899.

Editor of PRINTERS' INK:

PRINTERS' INK seems to be having so many "chicks" of late that it might be a good idea to change the name to "Printers' Inkulator." Respectfully,

E. T. WELCH.

◆◆◆
TRUE.

As an abstract proposition only mediums of large general circulation are of value to advertisers who go to the public at large.—*The Adviser, New York.*

'SIGN WRITING BY ELECTRICITY.'

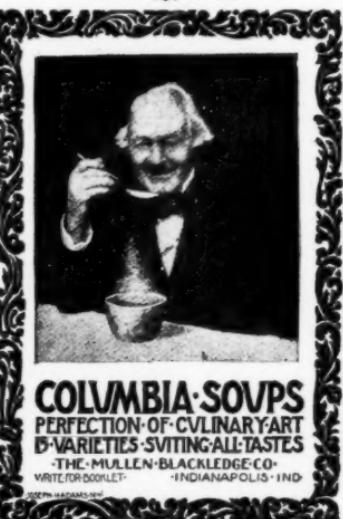
An illuminated sign on a store uptown in New York spells the name of the proprietor in letters outlined by electric lights, and is lit up and then made dark again automatically. When the sign begins to shine out the electric bulbs at the left are the first to appear, and then the illumination follows the course of an immense pen writing the name out. So closely is the course of the pen followed that the "i" in the name is not dotted with its especial electric light dot until the last flourish at the extreme right of the name is lit up; then, with a perceptible interval, as if the gigantic pen was being carried back, the dot on the "i" is made and shined out, and the whole name appears.—*Penman's Art Journal.*

◆◆◆
A MICHIGAN MAN'S IDEA.

Open all your letters by cutting one end of the envelope so carefully with a sharp pair of scissors that no rough edges are visible. Save all these envelopes. In the course of a month you will have quite a lot. Give them to a clerk, send him out in a wagon or on a bicycle, with instructions to drop one in the middle of the road every few hundred yards or so. With his five hundred envelopes he can cover a great deal of country. The effect will be magical. Nobody can pass an envelope that looks like a letter without stopping to see whose it is, who dropped it and all about it; and when it is thus picked up and the druggist's address and business carefully read, an impression is made on the reader's mind that is hard to forget.—*Michigan Tradesman.*

◆◆◆
PROBABLY SO.

Every advertisement ought to tell something about the goods, if it is only a single line. Pictorial advertisements might as well be supplemented by a few words concerning the goods they advertise. It wouldn't detract from the charm of the picture, and it would serve to fasten in the minds of the public some facts about the goods instead of just a recollection of a pretty picture.—*Bates' Criticisms.*



COLUMBIA SOUPS
PERFECTION OF CULINARY ART
5 VARIETIES SWITING ALL TASTES
THE MULLEN-BLACKLEDGE CO.,
INDIANAPOLIS, IND.
WRITE FOR BOOKLET.

◆◆◆
A Dainty Effect.

Oh! What's the use talking, there's no other paper in the whole South that compares with the

Louisville

COURIER-JOURNAL

W. N. HALDEMAN, Pres. HENRY WATTERSON, Editor.

"Under the editorship of Mr. Henry Watterson the LOUISVILLE COURIER-JOURNAL has commanded respect even from those who received its fiercest blows. * * * Justice, tolerance, political honesty were to be supported. The paper's absolute moral and political independence was maintained at all costs. These were the principles the COURIER-JOURNAL started out to defend. These are its principles to-day."

N. Y. Herald, Dec. 6, 1898.

What is true of the COURIER-JOURNAL as a newspaper is also true of it as an advertising medium. It has always paid handsomely those who have used it. Are you represented in its columns?

Daily Edition, - 25,000
Sunday Edition, - 32,000
Twice-a-week Edition, 75,000
 Each Part.

THE LOUISVILLE TIMES stands at the head of the evening papers of the South with a sworn average circulation of **33,384**.

The S. C. Beckwith Special Agency,
 The Rookery, Chicago. **Tribune Building, New York.**

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars." — Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

COLORADO.

Denver (Colo.) *Rocky Mountain Sentinel* (2).—The *Sentinel* has the largest proved circulation of any weekly newspaper printed and circulated in the State. The *Sentinel* is the only paper published in the State guaranteeing the honesty of all announcements in its columns. The *Sentinel* reaches every section of the State and in character and confidence of the people has no equal. No money spent with the *Sentinel* is ever wasted. The seed is sown in good ground and the results will show for themselves. The service and results obtained for the money can not be duplicated by any other medium.

Leadville (Colo.) *News Reporter* (2).—The *News Reporter* goes to the home and is read by the women folks, who always talk about the ads they see in it. Women suggest the buying. The evening paper goes to the home and women read it. The *News Reporter* is the woman's paper. Put your ad in it and watch results.

IOWA.

Clinton (Ia.) *Journal* (1).—The *Journal* has a larger circulation in the city of Clinton than all other Clinton dailies combined. The *Journal* has a larger circulation in the tri-cities of Clinton, Lyons and Fulton than all other Clinton dailies combined. The *Journal* is strictly a family newspaper and is read by the masses. The *Journal* is the only daily in Clinton which proves its circulation by having its circulation books and press and mailing rooms open to the inspection of the public. The *Journal* proves the indorsement of Clinton's business men by carrying more home advertising than any paper in Clinton County.

MASSACHUSETTS.

Lowell (Mass.) *Sun* (1).—The *Sun* has a larger circulation than any two papers published in Lowell. The *Sun* is the only Lowell paper that furnishes a detailed sworn statement of its daily circulation. Total circulation for the year 1898 was 3,904,180 copies. Daily average circulation for the year 1898 was 12,673 copies.

Springfield (Mass.) *Good Housekeeping* (2).—Commencing with January, 1899, number has been published in standard magazine form, and the subscription price reduced from \$2 to \$1 per year. The publisher guarantees a monthly circulation for 1899 for 25,000 copies, but guarantee will probably be exceeded.

MINNESOTA.

Minneapolis (Minn.) *Journal* (1).—During the past year the advertising business of the *Journal* has increased 21 per cent, and exceeded that carried by the all-day and Sunday *Trib-*

EXPLANATION.

- (1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
- (2) Extract from a letter or postal card.
- (3) Extract from the columns of the paper appearing either as advertising or reading matter.
- (4) By word of mouth by a representative of the paper.

une 18 per cent; it exceeded that of the daily and Sunday *Times* by 10 per cent, and exceeded that of the daily and Sunday *Pioneer Press* by 34 per cent.

MISSOURI.

St. Louis (Mo.) *Die Abendschule* (1).—It is the only undenominational Christian family German-American magazine. It is pre-eminently the favorite magazine of the great middle class German-Americans, having many of the most popular departments devoted to woman and home. Average circulation in 1898, per issue, 45,846 copies.

St. Louis (Mo.) *Illustrated Home Journal* (1).—Is an undenominational Christian family American magazine. Devoted to the home and family. Women's popular departments. Average circulation in 1898, per issue, 15,520 copies.

NEW YORK.

Buffalo (N. Y.) *News* (1).—Always gives the advertiser satisfactory returns for the money expended. It reaches the homes and has the confidence of its readers, who also have confidence in the advertisers who use its columns. A great many bright advertisers use it exclusively in Buffalo, and the unsolicited letters we receive bear indisputable evidence of its standing as an advertising medium that pays the advertiser.

New York (N. Y.) *International Journal of Surgery* (2).—It is read by the doctors and brings results at a minimum cost. Circulation averages over 28,000 copies per issue.

New York (N. Y.) *Staats-Zeitung* (1).—The *New Yorker Staats-Zeitung* publishes daily more "Wants" than any other paper in the United States, without any exception. It is the great German advertising medium, having thousands of advertisements daily, and is recognized as the leading German newspaper of the United States.

New York (N. Y.) *Times* (2).—The *Times* is a newspaper with all the news that's fit to print. It avoids all attempts to attract readers by the publication of horrors, crimes and scandals. It is a decent and dignified journal that should be a welcome visitor in the homes of intelligent and self-respecting people. It is strictly a home newspaper. The eminent divine, Rev. Dr. Theodore L. Cuyler, of Brooklyn, says: "The New York *Times* does not soil the breakfast cloth." It is a newspaper that gives the news promptly, impartially and fully, and in good English. Its columns are a forum for the expression of all shades of opinion. We invite comparison. It is a high-class and complete morning newspaper, and gives aid and encouragement to an effort to demolish a popular superstition that the people's taste for newspaper literature has become so degraded that sensationalism is the life and profit of a daily newspaper enterprise.

New York (N. Y.) *World* (2).—The amount of advertising in the *World* last month exceeded that of any March in its history, and has been equaled but once in any other month. This remarkable prosperity extended to every edition. The total number of columns of ad-

vertising printed was 3,042 $\frac{1}{2}$, against 2,678 $\frac{1}{2}$ in March, 1898, which then broke the record for that month, only to be exceeded by 363 $\frac{1}{2}$ columns in the March of this year. No other newspaper ever printed such an amount of advertising in a single month. The prosperity of the country is thus reflected in and promoted by an unprecedented use by the people of their standard and favorite medium for making their wants known to one another.

Rome (N. Y.) *Sentinel* (3).—The total average issue of the *Sentinel* for the three months ended on March 31, 1899, was 8,287, of which 3,117 was the average issue of the daily *Sentinel* and 5,170 the average issue of the semi-weekly *Sentinel*. The figures are made public as an aid to advertisers to know what they are getting for their money. An advertisement is valuable according to the quantity of the circulation of the medium among persons who would be buyers of the goods advertised and also according to the quality of that circulation—the *Sentinel* has a reward of \$500 for anybody who will show its circulation statements to be inflated. The *Sentinel* gives advertisers quantity and quality of circulation. This newspaper's circulation record for the corresponding quarter a year ago was a record breaker, but the figures of the quarter just ended break that record. The increase in the circulation of the *Sentinel* demonstrates that readers appreciate the value they receive; the testimony of advertisers shows that they appreciate the value they receive. There is no newspaper published under anything like similar circumstances of population that gives greater value for the money to both readers and advertisers. With one price the advertiser covers the entire field; with one price, and that the lowest in the country, the reader gets all the news, tersely, concisely, reliably and fully—just what he wants to read. An announcement placed before a thousand readers, who are prospective or possible customers, is worth ten times as much as when placed before a hundred. When to this is added the consideration of quality, as in the case of the *Sentinel*, the proportion is further increased. There is no way in which the entire community can be more thoroughly and cheaply reached than through the *Sentinel*'s advertising columns. The readers of the *Sentinel* are such because they desire the information of the news of the world which it contains; the advertisers are such because they have something to say that is worth telling and because when they talk through the *Sentinel* it is with thousands of voices.

NORTH DAKOTA.

Grand Forks (N. D.) *Herald* (1).—The *Herald* has the largest circulation of any daily newspaper in the State. It carries a larger amount of foreign and local advertising than any other newspaper in the State. Its want columns are patronized to a larger extent than any newspaper between St. Paul and Great Falls. It is a daily newspaper that goes into the best homes in the State. It is the best for the advertiser. During the month of March the actual number of inches of display advertising in the Grand Forks *Herald* was 13,469 inches.

OHIO.

Cleveland (O.) *Leader* (1).—Has a larger circulation than any other morning newspaper published in Northern Ohio.

Columbus (Ohio) *The Masonic Chronicle*, *The Companion*, *The Knight* (2).—Our three monthly fraternity papers have more than doubled and trebled their circulation since their purchase by The Secret Society Publishing Company a few months ago, and now combine circulate more papers than any fraternal concern in the land. Advertisers are finding this out, to judge from the applications made for

space. Our readers are leading men in all communities, giving net results to the advertiser, and we take only the best offered.

PENNSYLVANIA.

Philadelphia (Pa.) *Times* (1).—The following table shows the increase of paid advertisements in this journal during the first three months of 1899, as compared with the same three months of last year:

	1898.	1899.	Gain.
January.....	680 cols.	868 cols.	188 cols.
February.....	545 cols.	829 cols.	283 cols.
March.....	727 cols.	966 cols.	239 cols.

TEXAS.

Aspermont (Tex.) *Star* (2).—The *Star* is now the only paper in Stonewall County, Tex., and is enjoying a fast increasing circulation.

Dublin (Tex.) *Progress* (2).—The publisher is chronic in proving his circulation before a notary, believing it is due advertisers to know exactly what they get for their money. He has a good thing, and is anxious that advertisers should have the proof of it. For the year ending December 1, 1898, the average actual circulation of the *Progress* has been a fraction over 1,544 copies each issue; the smallest issue during the year being 1,407 for December 17, 1897, and the largest being 1,627 for the issue of October 14, 1898 (itemized weekly statement sworn to will be forwarded upon request to any one interested). A comparison of September, October and November, thirteen issues in 1897, with the same in 1898 shows the following: 1897, a fraction over 1,502 per week; 1898, a fraction over 1,614 per week, a gain of a fraction over 112 copies. This circulation is local and to bona fide subscribers. It is more than three times the circulation of any other publication in Dublin, a town of 4,000 population, and is more than that of any other publication in this county, which has a population of 40,000, with Dublin as its principal town. The single fact that the present publisher established the paper himself in May, 1888, now nearly eleven years ago, and has constantly since then been at its helm, is a record within itself that few county papers in the Union have made.

Houston (Tex.) *Post* (2).—On January 29 the *Post* was a 26-page paper, with 80 columns of advertising; February 5 it was 26 pages, 80 columns of advertisements; February 12 it was 26 pages, with 82 columns of advertisements; February 19 it was 28 pages, with 86 columns of advertisements; February 26 it was 28 pages, with 95 columns of advertising; March 5 it was 28 pages, with 91 columns of advertising; March 12 it was 30 pages, with 105 columns of advertising; March 19 it was 32 pages, with 118 columns advertising; March 26 it was 34 pages, with 124 columns of advertising. It is with pardonable pride that the *Post* directs attention to this record of its business. It is the most valuable testimonial that could possibly be offered as to the value of the *Post* as an advertising medium.

VIRGINIA.

Richmond (Va.) *Times* (1).—The leading Democratic morning daily of Virginia is undoubtedly the *Times*. This paper was launched twelve years ago in competition with several well-established journals, but by perseverance and energy it "won out" and to-day enjoys a large cleavage of readers as well as a good share of advertising patronage. And not satisfied with making a success of itself in the morning field, the *Times* two years ago decided to enter the evening field also, and accordingly the *Leader* was started as its evening edition. The *Leader* has been phenomenally successful. Having killed all competition, it is now the only evening paper in Richmond, and it is proving a profitable enterprise.



ONE OF THE LITTLE SCHOOLMASTER'S PUPILS BROUGHT IN THE ANNOUNCEMENT HERE REPRODUCED FROM THE "FARMERS' VOICE," OF CHICAGO, AND SAID: "I THINK THIS IS A POOR ADVERTISEMENT. THE FARMER WHO LOOKS AT IT CASUALLY WILL THINK IT IS AN AD OF A RAZOR, AND, UNLESS HE IS LOOKING FOR RAZORS, WILL PASS IT BY. IF THE LITTLE RAZORS HAD ALL BEEN LITTLE MOWERS, THE EFFECT WOULD HAVE BEEN RADICALLY DIFFERENT. THAT'S THE WAY I WOULD HAVE ARRANGED IT."

CATCHING THE PUBLIC EYE.

The old style "sandwich man," who walked the streets with a large placard fastened to his back, has grown too slow for the metropolitan standard. To-day if he wants to attract attention he must present some novelty in make-up. One of the first to make his appearance this season is the picturesque Mexican incased in a large box. That is, everything except his head and legs are in the box; on either side of it are holes through which he thrusts his hands and distributes circulars. On his head is a broad-brimmed sombrero, while his legs are incased in fringed buckskin leggings. On the sides of the box are eulogies of somebody's patent something.

The Indian who rushes whooping through the streets, tomahawk in hand, and tells about the virtues of certain remedies, has a rival in the "Hey, Rube." This enterprising gentleman wears linen duster and battered hat, has long chin whiskers and hayseed in his hair, as though fresh from the farm. He carries the indispensable carpet bag and a large, red bandanna and stares at the high buildings and gets in the way of cable cars. When the crowd gathers to have sport with the farmer he waves his bandanna over his head and goes to work distributing samples of pills. Next is the man with the illuminated shirt front. He walks down Broadway in the evening, clothed in a dress suit and high silk hat. Promenaders coming toward him are startled to see flaring letters appear on

his shirt bosom. When they get a closer view they find "Smith's shirts are best." The effect is brought about by a transparent shirt front and an electrical contrivance that flashes the letters when a button is touched. In the day time this genius has a sign painted on his shirt front. In the same class is the man with the long overcoat covered with signs painted on the cloth. There is a man who rides a high wheel and carries the standard of a certain brand of tobacco; one who rides a tandem with a dummy on the front seat made up to resemble a pretty girl, who is supposed to owe her good looks to chewing large quantities of Blank's gum. There is the tall Highlander with bare legs and regulation kilts. Perhaps one of the funniest is a man dressed to impersonate Uncle Sam—high white hat, dress suit, high-water trousers striped down, all in red, white and blue. He carries a dummy Spaniard, which he kicks about the sidewalk and street. The small boys are invited to take a hand, and they beat the poor dummy unmercifully, while a crowd gathers to cheer them. The climax is reached when Uncle Sam produces a banner, suggesting that everybody should smoke a special brand of Havana.

—*N. Y. World.*

THEIR MISTAKE.

Editor's Wife—Wake up! There are burglars in the house, John!

Editor—Well, what of it? Let them find out their mistake themselves!—*Puck.*

NOTES.

MR. F. JAMES GIBSON, formerly advertising manager of Vantine's, New York, is now business manager of the *American Grocer*, N. Y.

The Advertiser, distributed gratuitously every month by the Britton Printing Company, 264 Erie street, Cleveland, Ohio, is the newest PRINTERS' INK baby.

THE PRUDENTIAL INSURANCE COMPANY of Newark issues a package of assorted needles with the name "Pointers for Home Workers," these pointers relating to life insurance.

HUNTERFORD & DARRELL, the Star Advertising Agency, of Washington, have opened offices in the Equitable Building, New York City, under the management of Charles E. Lewis.

Mining Reporter regrets that it can not afford to send PRINTERS' INK to all of its advertising patrons. No better text book on the art of advertising is published.—*Mining Reporter, Denver*.

ANOTHER advertising men's club is to be formed. Boston is the city in which the organization is to be founded. George W. Bull, advertising manager of the *National Magazine*, has instituted the project.

THE UTILITY NOVELTY COMPANY, 815 North New Jersey street, Indianapolis, Ind., have invented a device which combines a reversible letter-sheet, envelope and coin mailer, intended for the use of mail order advertisers.

"COCOA and Chocolate, a Short History of Their Production and Use," is the name of a brochure issued by Walter Baker & Co., Dorchester, Mass., intended to advertise Baker's Cocoa, but interesting for its own sake.

THE COMMON COUNCIL of Harrisburg, Pa., has passed an ordinance prohibiting "the casting, throwing or in any manner depositing of bills, dodgers, posters, circulars, cards," etc., upon the highways of the city.—*National Advertiser*.

LADY RANDOLPH CHURCHILL sees no objection to admitting advertisements into her new quarterly, *The Anglo-Saxon*, if they are designed and produced in a "perfectly artistic manner." "I have seen American advertisements," she says, "even for stays and boots, which were really works of art."—*Shoe and Leather Gazette*.

PRINTERS' INK, 10 Spruce street, New York City, costs \$5 per year, published weekly. It is worth the five. It is hated by fake advertising schemers, despised by publishers whose business existence depends upon their ability to deceive, but it is respected by the large and constantly increasing number of intelligent men who look upon advertising as a legitimate business and not a game of chance.—*The Advertiser* (Britton Printing Company, Cleveland, Ohio).

THE Toledo (O.) *News* has inaugurated a curious "fund." When Samuel M. Jones ran for mayor of Toledo, the *News* supported him, for which reason Mr. Geo. Ketcham, of the Valentine Theater, no longer puts his one-inch ad in the *News*—so that newspaper alleges, although the manager of the Valentine asserts his action is dictated by motives of economy. The *News* announces, however, that it is unwilling that its readers should suffer because of Mr. Ketcham's poverty, and has started a fund, its own contribution being five cents, the proceeds of which are to be devoted to paying for advertisements of plays produced at the Valentine Theater.

THE wholesale cloak trade is almost monopolized by Jews, and a journal devoted to this trade is full of announcements of Cohens, Rosenthals, et al. Mr. T. J. O'Hare, of 60

Grand street, heads a recent ad in the *Cloak Buyer* as follows:

The only

בְּנִימָנָה

in the bunch.

THIS IS A FACT!

Which, being translated, means "the only Betzimer (Christian) in the bunch"—a heading that will probably amuse his Hebrew customers.

FOOT, SCHULZE & CO., of St. Paul, publish in the St. Paul *Trade Journal* a photograph of L. J. Nicolas, of Company F, Thirteenth Minnesota Volunteers, and of the shoes he wore at Manila, accompanied by the following testimonial: "The shoes he wore at Manila. This is to certify, that I, L. J. Nicolas, got the above pair of shoes from Mr. J. J. Graaf, of 1219 East Franklin avenue, Minneapolis, Minn., April, 1898, and wore the same through the campaign at Manila, Philippine Islands, until I was sent home in October, 1898, and that they wore out two pair of government shoes and had more wear. I wore the same in all the mud and water which we had to live in while in the island. Yours very truly, L. J. Nicolas, Company F, Thirteenth Minnesota Volunteers."

OVERLOOKED.

In all this hustling after something new to utilize for advertising, the parrot seems to have been overlooked. Could not some enterprising soap maker, distiller or brewer train these birds to splendid advantage and at little cost or trouble? What better advertisement than to have one of these birds hung up in the wash room of a leading hotel, so that whenever some one enters the bird would shriek forth, "Good morning; have you used Peach's soap?" Or, when going into a barroom, to hear a voice from somewhere overhead vociferously shouting, for fear you would forget it, "Drink Jim Crow Whisky" while still another parrot voice pipes out, "No, thanks, I'll take Pabst beer."—*Mail Order Journal*.

THERE'S lots of trade right around your own doors waiting to be coaxed in, and many advertisers would do well to avoid overreaching.—*Ad Sense*.

ILLUSTRATED WANT AD.



BRICK SALES MAN WOULD LIKE TO MEET PARTIES OPEN TO A PROPOSITION.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Mail-order goods. W. O. GANDY, South Whitley, Ind.

ADVERTISING scheme, \$30 a week easy. Plan for 25c. STAN ALLEN, Amherstburg, Ont.

BRIGHT, original ed., and special writer wants employment. "MODERATE," Printers' Ink.

WANTED—Fac-simile typewritten letters, samples, prices. W. O. GANDY, So. Whitley, Ind.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

LINTOYPE machinist-operator desires position. Sober, fast man. All references. Take charge of large plant. Box 238, New Castle, Pa.

WE pressman wants position. First-class man; can do stereotyping. Write for any where. Address "W. E." care Printers' Ink.

ADVERTISING Ideas Wanted. New suggestions on illustrating and writing advertisements for silverware. "MANAGER," Box 753, Meriden, Conn.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

MACHINIST—Operator, 6 years' experience, wants day work. Sober and very fast. References as to character and ability. Address "S.," care Printers' Ink.

ALONG established trade journal, having the largest circulation and advertising patronage in its field, wishes to make arrangements with resident advertising representatives in all large cities or manufacturing centers. Address "PUBLISHER," P. O. Box 1053, New York City.

ORDERS for 5-line advertisements 4 weeks \$10. in 125 Wisconsin newspapers; 100,000 circulation weekly; other Western weekly papers same rates. Unsolicited application, CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

LEARN to draw for advertisers, or for newspapers and magazines. All modern methods taught. Teachers successful illustrators. Instruction practical, constant criticisms given. Instructions by mail or personally. Call or write for full particulars. SCHOOL OF ILLUSTRATING, 114 West 3rd St., New York City.

PUBLICITY writer wishes position as manager or assistant with good concern, or department in newspaper office. Able, forcible writer, thorough student of matter. Finest education—best training in practice! mercantile life—experience as journalist, speaks several languages—not afraid of hard work and long hours. Salary moderate. Address CHAS. J. ZINGG, Printers' Ink.

AGREAT money maker. I have an advertising idea which has made for me over \$1,500 net. They were the easiest dollars I ever earned. I remember with much tenderness 250 of them which came in one month when I lay flat on my back in bed. And now an original intelligence lives in a town where there is a fine printing office can work it. I'll send you samples and full information for \$1. If upon examination you wish to take hold of it, I will also extend you full privileges to do so under the copyright which I hold. The \$1 pays for this also. If you wish to get on the inside of something entirely outside the realm of the "visionary," something which has been crystallized into fact and coined into hundreds of good hard dollars, you'll let me have it from me. I have another good thing in the advertising line which has brought me a nice lot of business, one Chicago concern alone having ordered 65,000 of them in past two years. If you want both these ideas send \$2. Only sold to one party in a town. Address EMERSON DEPUTY, 510 Manhattan Building, Des Moines, Ia.

SIGN ADVERTISING.

BULLETIN, fence and wall. HUMPHREYS AD-SIGN CO., 1227 Market St., Phila., Pa.

PRESS CLIPPINGS.

GET the American Clipping Bureau's low rates first. 52 Church St., Amsterdam, N. Y.

NEWSPAPERS WANTED.

EAST and west by clients of C. F. DAVID, confidential newspaper broker, Abington, Mass.

BUSINESS CHANCES.

WANT to buy or sell a good publishing business! E. P. HARRIS, 150 Nassau St., N. Y.

AD EDITORS.

YOU send us your copy; we edit and criticize it. Write for booklet. THE PUBLIC EYE, Box 413, Madison, Wis.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method: plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHRIS, 240 East 33d St., New York.

ADVERTISING PLATES.

WE did not make your advertising plates before because you did not let us bid. Columber plates print like type. COLUMBIA PRESS ASSOCIATION, 150 Worth St., New York.

MISCELLANEOUS.

WINE for gentlefolk. We have as good goods as your money can buy. The list is too long to publish, will send it for a postal. C. E. SWEZEY, with Brotherhood Wine Co., N.Y. City.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

ADVERTISING MEDIA.

AMERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. disp. 16c. ag. line.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

FARM AND TRADE guarantees 15,000 monthly for circulation for the year 1899. Home paper of the most prosperous and intelligent farmers and breeders in the South. Advertising rates reasonable and furnished on application. 339 Church St., Nashville, Tenn. (Formerly of Chattanooga).

THE GREAT ROUND WORLD offers space. Published every Thursday since November, 1896. Although it's "The Young People's Newspaper," adults read it eagerly. Guaranteed circulation, twenty thousand weekly. Chiefly direct subscriptions, a medium worth your attention. THE GREAT ROUND WORLD CO., 150 Fifth Avenue, New York.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers which have a circulation of less than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

II. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

WE have large line of stock cuts for newspaper use, strictly high grade. Get our catalogues. BARNES - CROSBY CO., Stock Exchange Building, Chicago, Ill.

PRINTERS.

1,000 NOTE-HEADS and 1,000 envelopes printed on high grade woven paper. \$3. Samples free. H. S. LEWIS, Beaver Falls, N.Y.

If you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

SPECIAL.

If you want to get some good work done in the advertising line I am your man. I make a specialty of medicine firms, mail-order and agents' supply houses. I can refer you to about 50 firms who will tell you who I am. If you mean business, write. ARTHUR E. SWIFT, 23 Hamilton Ave., Chicago.

FOR SALE.

FOR SALE—Ten R-1-P-A-N's for 5 cents at drug-gists'. One gives relief.

FOR SALE—A Thorne Typesetting Machine in good order, cheap and on easy payments. COURANT GUARDIAN, New Castle, Pa.

MAILING TYPE—About 400 lbs., used but in first-class condition, at 11c per lb. Address H. J. HEILKE, Blymyer Bldg., Cincinnati, O.

5,000 NAMES, bona fide, representing heads of families in 11 Western West Virginia counties and 250 towns, farming class; price \$3. WEED & SMOOT, Box 161, Parkersburg, W. Va.

FOR SALE—Typewritten lists of 10,000 school teachers, with their addresses, collected from every part of the United States. Write for particulars. C. M. BROUSE, 436 William St., Williamsport, Pa.

FOR SALE—An up to date printing office in the southern part of New York State. Everything modern. Done the high-toned work of the city. Cheap for cash. Best of reason for selling. Write for particulars. "S. L. A." Printers' Ink.

FOR SALE—Whole or half interest. Only Sunday newspaper city \$10,000. Large circulation and big paying plant. Less than \$5,000 required for whole interest. Big margin; if taken at once, Address CHAS. W. OATHOUT, Binghamton, N. Y.

THE Florida Printing Co., including the weekly FLORIDIAN, established 1825. The office is one of the largest and most complete in the State. It contains besides book and job departments, book bindery, stereotyping outfit, standing presses and paper and card cutters, gas engine (Otto), steam cylinder and engine, eight and one-half imposing stones and 100 pair of chases. About 4,000 pounds of body type, and 400 fonts of job letter. Everything in position to go to work. Has done the State and Department printing for years. Apply W. N. SHINE, rm. 6, Ely Block, Jacksonville, Fla.

A GREAT DAILY.

FOR SALE—Within 100 miles of Chicago. Last year's business \$17,500. Business expense \$8,500. Big plant, price \$30,000. Business, including County seat, heavily Republican and the paper is a power. City growing fast. A great chance. Speak quick. C. F. DAVID, Abington, Mass.

My word for it—this is "an opportunity of a lifetime." If bought before June 3, '99, \$24,000—\$12,000 cash down—owners will take stock of the company as security for balance.

Dailies and weeklies in all parts of the United States.

WHAT DO YOU WANT?

NEW JERSEY DAILY.

FOR SALE—\$24,000—Daily, weekly and fine job office, pays \$5,000 or more a year. It's all right; has been thoroughly examined by one of my travelers. Write in confidence C. F. DAVID, Abington, Mass.

I have other good propositions, dailies and weeklies, in New Jersey and nearby States.

ADVERTISING NOVELTIES.

A D NOVELTIES made by CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

LETTER openers, nickelized steel; ad stamped on handle. H. D. PHELPS, Ansonia, Conn.

NEW and original designs in leather novelties. Memorandum books, card cases, etc. Manufactured books of special forms. WM. BERTSCH & CO., 148, 5th St., Philadelphia.

A DVERTISING novelties that are novelties. No trash. High-grade goods at low prices. Write for samples and catalogue. THE WHITE-HEAD & HOAG CO., Newark, N. J.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISEMENT CONSTRUCTORS.

JONES.

JONES, 42 World Bldg., N. Y.

MOSES & HELM, 111 Nassau St., N. Y.

A DS, booklets, etc. Sample ad \$1. CHAS. A. A. WOOLFOLK, Louisville, Ky.

PATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

ADER'S Primer, sc. Box 391, Des Moines.

ADER'S Primer, sc. Box 391, Des Moines.

WRITE to CHAS. F. JONES, 42 World Bldg., N. Y., for free booklet explaining his work.

ALBERT H. SNYDER, CARL P. JOHNSON, advertisers, Suite 1519, Chamber of Commerce, Chicago. Long Distance Phone, Main 67.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

IN McCleure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the R. & W. Jenkins Co. ("Pittsburg Stories"). CHARLES AUSTIN BATES, Vanderbilt Blvd., N. Y.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finest kind of work. It can be done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, manager of Printers' Ink Press, 10 Spruce St., N. Y. City.



**SPEAK
QUICK.**

C. F. DAVID,
Confidential Newspaper Broker,
Abington, Mass.

The Pan-American Exposition

will be held in Buffalo in 1901. Millions have been already raised and the coming fair will be second only in greatness to that of Chicago in 1893. Buffalo is one of America's most prosperous, enterprising and progressive cities; eighteen steam railroads center there and its lake and other traffic is tremendous.

The development of practically unlimited electric power from Niagara Falls has opened great possibilities, which are being grasped by far-seeing business men, and the phenomenal increase in population promises a city, with its suburbs, of 600,000 by 1901.

GEO. KISSAM & CO., 378 M

Long Distance Telephone

The International Traction Com'y,

owners of Niagara's wonderful power plant, now control all the street car lines in Buffalo, Tonawanda, Lockport, Niagara Falls (both sides of the river), the lines running between Lockport and Buffalo and Niagara Falls and Buffalo. The equipment of these lines is not surpassed anywhere and even more elegant cars are planned for.

Long-headed advertisers are contracting for over two years' space from the present time, as they justly realize it will be hard to obtain in 1901 at any price. We control the exclusive advertising privileges in all of the International Traction Company's cars and the service here as elsewhere in our cities is approached by none.

78 Main Street, BUFFALO, N.Y.

Telephone, SENECA, 1810.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

For \$100 a year, you can have *PRINTERS' INK* for the benefit of advg. patrons m., on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page, special twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subcription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MAY 17, 1899.

IN the Spokane (Wash.) *Chronicle*, of Monday, April 24th, appears an advertisement of Schreiber's shoe store, introduced by the following affidavit:

Personally appeared before me, Fred L. Prescott, a notary public for the State of Washington, residing at Spokane, Charles Schreiber, of Schreiber's shoe store, who makes oath as follows: That he is selling and will continue to sell during their great "change in business sale" all of the famous Edwin Clapp \$6 men's shoes, including the new spring styles at \$4.75; all Laird, Schober Co.'s fine shoes for ladies exactly as quoted in the accompanying advertisement. That none of the regular prices of the shoes have been tampered with in any way, but appear on the boxes in plain figures, just as they were before the sale, with the reduced prices also in plain figures. That each and every item advertised is exactly as stated.

CHARLES SCHREIBER,
Of Schreiber's shoe store.

Subscribed and sworn before me at the city of Spokane, on this 24th day of April, A. D. 1899.

FRED L. PRESCOTT,
[SEAL] Notary Public residing at Spokane, Wash.

SEVERAL correspondents who have written to *PRINTERS' INK* on the subject of barbers' advertising have intimated that the barber who would make a point in his announcements of the cleanliness of his shop as contrasted with the disease-breeding arrangements of other shops, would be rewarded by securing the trade of those who believe that the "tonsorial parlor" as usually conducted is one of the most unclean places on earth. In Chicago a Mr. John W. Goldenstein has put these ideas into practice by establishing an "Antiseptic Barber Shop," which he advertises in a circular which is a curiosity of its kind. It introduces itself by saying that "the

object of the Hygienic Barber Shop is to prevent the exchange of disease germs and insure perfect cleanliness." This is followed by a letter from the Commissioner of Health, of Chicago, commanding the idea, in turn succeeded by a minute description of how each instrument is antiseptically cleaned before using it on the next customer. The Little Schoolmaster is informed that the circular has been productive of "a great many new patrons"—which is probable enough.

IT seems to have been the belief in New York that a one-cent morning paper had to be "yellow" to succeed. What the reasons for thinking so were we can not imagine. It was perhaps one of those beliefs that go as a matter of course, unquestioned. Perhaps our two chief exponents of sensationalism fostered it. At any rate it existed, and when the *Times* dropped its price from three cents to one cent the forecasts of its fate were all alike. It would have to go into the sewer along with the *World* and the *Journal*, or else go to the wall. That was six months ago and the publishers now admit that the step they took was taken in the dark; but they report, very happily, its entire success. The *Times*, they tell us, has more than quadrupled its paid-for circulation; it published in a recent week one hundred columns of advertisements more than in the corresponding week of last year; and a steady growth is carrying the figures in both departments, we are assured, "higher and higher." *Puck* felicitates the *Times* upon its success and upon the high character of the newspaper it gets out. And he is also glad to know that a clean, dignified newspaper can do so well in this community at so low a price.—*Puck, New York, May 3, 1899.*

IT is to be hoped, now the *Times* has become such a success, that by and by it will set the *World* and *Journal* one more good example by letting the public know what its circulation really is. It is some satisfaction to know that so excellent a paper as the *Times* has "more than quadrupled its paid circulation." It would be more to know what its paid circulation was before the march of improvement set in, because that would enable an advertiser to figure out what it is at present. There is an old story of a paper that announced it had doubled its circulation, and somebody hearing of it was prepared to believe the statement because he knew of "another man who took a copy now." Perhaps, after all, it is wiser for the *Times* to say nothing about its circulation than it would be to pay \$50 a night for maintaining an electric light at Madison Square to state that it sells half a million copies a day and that its circulation books are open, when neither statement is true.

MCDOWELL ADVERTISING METHODS.

HOW THE MANUFACTURERS OF A DRAFTING MACHINE ADVERTISE SUCCESSFULLY IN MAGAZINES AND CONDUCT LARGE DRESSMAKING AND CUTTING SCHOOLS BY USING THE CLASSIFIED COLUMNS OF THE LEADING LOCAL DAILY NEWSPAPERS IN THE LARGER CITIES.

That it pays to advertise a good article is shown by the success of the McDowell Garment Drafting Machine Company, whose advertisements are regularly seen in a selected list of magazines and the columns of the leading dailies in most of the larger cities of the Union, notably New York, Chicago, Philadelphia, Boston and San Francisco. A reporter for PRINTERS' INK recently called upon the president of the company, at 170 Fifth avenue, New York, to secure from him the story of the company's advertising. Said Mr. McDowell:

"We started our business in 1883, by opening a small office in Fourteenth street, just off Fifth avenue, and recognized the indispensable importance of advertising as related to the article we had to sell from the first day we opened our doors. The first effort we made in that line was by sending out circulars to the dressmaking trade, obtaining the proper lists from the directories, and we still find that to be, for our purposes, a judicious method to follow at certain seasons. That, however, while answering perhaps certain needs of our business as at present developed, did not return the results expected, and we realized the necessity of using some other method of reaching the people, and naturally turned to the various magazines and newspapers. Of course you know what our drafting machine is?"

"In a general way, yes."

"Perhaps you would understand better were I to explain that it furnishes a quick and easy method of cut-

ting all kinds of ladies' garments to actual inch measurement, and as it is learned in one-tenth the time, and used five times as rapidly as any other known way of cutting, we enjoy the largest business of this kind in America. This result, however, was not obtained solely by pursuing the above methods of advertising alone, although for the purposes of our large wholesale trade in the sale of machines it answers now as well as it did ten years ago. As you are doubtless aware, the success of one branch of any business opens up the possibility of the success of another, and consequently, after we had firmly established our wholesale trade in the sale of machines in the manner mentioned, we turned our attention to the retail side of the business by establishing schools in all the large centers of population, where a thorough and systematic course of instruction could be had in every branch of the dressmaking art. To aid us in this latter development of our affairs we find the classified columns of the daily newspapers of indispensable service. Of course, our schools supply a long-felt want of the public, but we must let the public know where to find us.

"As the article we sell commends itself to every one taking the trouble to look into it closely, the main object of all our advertising, after all, is to provoke inquiry. That once done, we continue our advertising methods by either mailing or presenting the prospective buyer with circulars rehearsing the full details and merits of the 'celebrated McDowell system.' Our \$10,000 appropriation must be made to stretch. Nevertheless, in the mediums we employ, we manage to get good display, nearly always bringing the cut of our drafting machine into evidence. We even indulge in occasional reading notices in the city dailies, and sometimes obtain position, though we do not insist on it. The business has grown steadily in answer to demand, and we have established branches generously.



W.M. McDOWELL.

In 1892 we opened our first branch in Chicago. In 1893 San Francisco received one and in 1894 Philadelphia. Since then we have opened them in Boston, St. Louis, Baltimore, Cleveland, and, in fact, in all the larger cities. These are all fully equipped, and the local advertising which they do is upon their own responsibility. We have also built up quite an English and French trade, and have active agencies in Paris and in London. Through the instrumentality of the dressmaker to the ex-Queen of the Sandwich Islands we have opened a branch in Honolulu. This was last year, when we also opened one in Sydney, Australia. At present, the results of our careful watching of the returns have enabled us to eliminate all dubious or non-paying mediums, and we now patronize only tried and true publications. Our experience has positively shown us the specific methods we must pursue, and you must not think us egotistical if we incline to the belief that nobody's ex-

look for one order from every ten inquiries, where a few years ago we con-

Help Wanted—Female,

Miscellaneous Help Wanted—Female.

THE McDOWELL

French Dresscutting Academy
170 5th ave., cor. 22d st.

NOW is the time to learn the entire art of Dress Making, Cutting and Finishing as taught by the M'DOWELL SYSTEM; the only school in the city where the genuine improved M'DOWELL Garment-Drafting Machine and a complete course of instruction may be secured; pupils received daily on instalment payments and assisted to positions when competent; individual attention given by experienced teachers to the making up of pupils' own materials; the M'DOWELL SYSTEM is the only improvement on the tailor's square and is learned in one-fifth the time. Call and see the M'DOWELL Dressmaking and Millinery School, which occupies two large, well-lighted floors in the new building at the corner of 5th ave. and 22d st. Evening School Mondays, Tuesday and Thursdays, at 6 West 14th st.

McDowell Millinery School,
170 5th ave.

FRENCH MILLINERY taught from foundation to finish under the supervision of a well-known milliner, thoroughly experienced; pupils made fully competent to take positions or conduct successfully business for themselves; learn now so as to be prepared for spring trade; call and see school in session and arrange for course of instruction; easy terms; satisfaction guaranteed.

gratulated ourselves in getting one from every twenty."

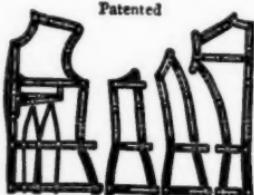
"Then you consider your advertising methods at present successful?"

"Yes, we most assuredly do, but of course we are constantly striving to better them, and hope in course of time to bring the proportion down to one in five; we have every reason to think that this proportion will soon be reached. As a sample of the effectiveness of our advertising, I might mention that we still frequently receive orders traceable to advertisements in mediums discontinued fully five years ago. Yes, we are certainly firm believers in the value of proper advertising, but it must be judicious and specially adapted to the needs

DRESSMAKING SIMPLIFIED.

Any Lady can now Learn to Cut Perfect-Fitting Dresses with The McDowell Garment-Drafting Machine.

The ONLY Improvement on The Tailor's Square Ever Invented.



Easy to Learn. Rapid to Use. Follows Every Fashion. All first-class dressmakers are adopting this Wonderful Garment Drafting Machine. IT'S SUCCESS HAS NEVER BEEN EQUALLED. You can test it at your own house for 30 days Free. Write now for Illustrated Circular and Liberal Offer.

We have the Largest and Best Dressmaking and Millinery Schools in America.

THE McDOWELL GARMENT-DRAFTING MACHINE CO.,
170 Fifth Avenue, New York.

perience will answer our particular purpose. We paid liberally for our present knowledge, as all our advertising the first few years was largely experimental. As I said before, however, it is now so systematized, that we no longer consider it like 'casting bread upon the waters,' but confidently

Dressmaker; it is just what she has always wanted.

of the particular person one is trying to reach."

◆◆◆

GREAT men have found no royal road to their triumphs. It is always the old road by way of industry and perseverance. A constant struggle, a ceaseless battle to bring about success from inhospitable surroundings, has ever been the price of all great achievement.—*Birmingham Business College Journal*.

"Living Water" in the house

Has it ever occurred to you, what it would mean to bring that spring, up in the meadow or down by the roadside, right into the door-yard and living-rooms of your house, right into the barn in front of every horse and cow, around into the dairy with just enough power back of it to run the churning—handy for watering the stock in winter, all ready for sprinkling the lawn or garden in the drought of summer, and a fine thing for your own bath every day in the year? These are only a few of the things that can be done anywhere in the country by putting a pipe to any well, spring or running brook and setting up at the other end



The Rider.

a Rider or Ericsson Hot Air Pump



The Ericsson.

Remember that these pumps are not steam-engines, but machines of low power, operated solely by hot air, automatic in their action, requiring no skilled attention, so simple that any servant or farmer's boy can start and stop the little flame that gives them life. An oil or gasoline lamp supplies the fuel (wood or coal may be used if preferred). The cost of operation is almost nil, while the delivery of water is absolutely reliable at all times and seasons.

Capacity 100 to 100,000 gallons of water per diem. One of these pumps, representing a permanent investment which will outlast a generation, can now be bought at the very low price of \$100. Descriptive Catalogue "R." sent free on application.

Rider-Ericsson Engine Co.

22 Cortlandt St. New-York. 86 Lake St. Chicago. 40 N. 7th Street, Philadelphia.
239 & 241 Franklin St., Boston. 684 Craig St., Montreal, P. Q. 22A Pitt St., Sydney, N. S. W.

THAT SUBTLE QUALITY.

It is not difficult to make an ad attract attention—a catchy cut will do that. The thing about an ad which takes thought and study is that subtle quality which convinces men that they're buying lumber at the wrong place unless they're buying it from the advertiser. This is the thought you should have in mind when you write an ad. Imagine yourself a farmer in need of lumber. Imagine what sort of argument would induce you to change your place of buying. A catchy cut wouldn't do it, a stale joke wouldn't do it; a red hot roast on the man you've been buying from would only make you believe that the advertiser was getting sore because the other fellow was getting the trade,

and you'd naturally conclude to keep on buying at the same place. The kind of an ad which convinces people is straightforward, strong, nervy, pithy, pointed argument, driven home with sledge-hammer blows. There is an everlasting difference between the ad with life and strength in it and the ad which merely attracts attention. The one has snap and vigor, is forceful and logical. The other has a few fancy phrases which catch the eye for a moment; cause a smile perhaps, and are forgotten.—*Mississippi Valley Lumberman*.

If you wish your prosperity to be continuous, make your advertising continuous. One begets the other.—*The Wheel*.

HARD LINES.

In the crowded car I stand,
Weary and numb and cold;
Jostled and squeezed and jammed,
Not even a strap to hold.

This statement meets my eye,
Its mockery well I know:
"For space in this car apply
To Messrs. Ad. and Co." —Life

ONE ELEMENT OF SUCCESS.

The success of any advertised article lies not alone in the advertising that has been done to give it publicity, but in the satisfaction that it gives. If the article gives satisfaction the users are bound to talk to their friends about it, and no one is without a circle of acquaintances to whom such discoveries are chronicled.—*Mail-Order Journal*.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it: 23,000 monthly. Covers South and Southwest. Advertising rates very low.

VIRGINIA.

THE VIRGINIAN PILOT, of Norfolk, Va., has twice as many paying subscribers as any other paper published in Eastern Virginia or North Carolina. RALPH MCKEE, New York Representative, Times Building.

CANADA.

DAILY and weekly **RECORD**, Sherbrooke, Que. Daily circ'n 2,850. Only daily in 100 miles.

IT'S not only because we can and do get the right prices from Canadian newspapers that we can be of use to you in placing your Canadian newspaper advertising; but, better still, we know which papers are giving results. Our advice may save costly mistakes. Rates and plans carefully submitted. THE E. DESBARS ADVERTISING AGENCY, Montreal, Canada.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—i/ granted.

Must be handed in one week in advance.

ACME
WIRE
RACKS

The only neat, clean, substantial newspaper and periodical Rack made. Rack booklet gives prices and information.

THE GLOBE COMPANY,
Cincinnati, Chicago, New York, Boston.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfect press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. La Coste, 38 Park Row, New York.

BETTER
THAN EVER.

Sports
Afield.

The Brightest of All Sporting Magazines.

Thirteen years of growing prosperity have made it the best publication of its class in the United States. Unsurpassed for its literary merit, it wins new admirers wherever it is shown; and being the oldest and most widely circulated sporting magazine in the West it is as an advertising medium

A Paying Investment

To reach the majority of the well-to-do sportsmen in the West, the North-west and the South, advertisers will find SPORTS AFIELD to be positively the best paying medium.

Advertising Rates:

One inch, \$4; two inches and over, \$8 an inch. Page is standard magazine size.

SPORTS AFIELD,
Suite 1400 Pontiac Bldg., Chicago, Ills.

COUPONS
GRATIS

In connection with every advertising contract placed with PRINTERS' INK or the American Newspaper Directory before July 4, 1899, subscription coupons will be issued to the full amount of the contract, the coupons being redeemable on presentation at any time during the present century, each coupon, when indorsed by the name of the subscriber, being

Good For

One Year's Subscription for PRINTERS' INK,
Price, Five Dollars,

or

One Copy of American Newspaper Directory,
Price, Five Dollars.

At the Option of the Subscriber.

For further information address,

PETER DOUGAN,

Advertising Manager of PRINTERS' INK
and The American Newspaper Directory.
No. 10 SPRUCE ST., NEW YORK CITY.

CHARITIES

Published weekly, is the organ of
the Charity Organization Society
of the City of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read by all interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its contributors and readers are men and women of intelligence, education, wealth and position.

If you wish to sell the Charitable Institutions, Homes, Hospitals, Infirmarys, Insane Asylums, the Clergy, Churches, Religious or Charitably inclined citizens of the city of New York you can do so by an announcement in CHARITIES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted. Address,

WILLIAM C. STUART, Publisher, 105 EAST 22d STREET, NEW YORK CITY.

THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . . 14,890

Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS'

INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.**

Virginian-Pilot

NORFOLK, VA.

The leading journal in a progressive community of 125,000 people, at the terminal of 20,000 miles of railway.

CIRCULATION VERIFIED!

On April 10, 1899, before making a contract for three years' advertising, I thoroughly examined cash receipts from subscriptions and sales of papers, postmaster's receipts for mail, paper bills and circulation books of the VIRGINIAN-PILOT, of Norfolk, Va., and found its circulation to exceed **Ten Thousand** daily as claimed.

H. D. FLINT,
Advertising Agent, *World's
Dispensary Medical
Association.*

It covers thoroughly eastern Virginia and North Carolina, with a population of over 1,000,000.

It is a welcomed daily visitor in more than 10,000 homes.

Estimates for advertising promptly furnished. Address,

Virginian & Pilot Pub. Co.
NORFOLK, VA.

RALPH MCKEE,
TIMES BUILDING, NEW YORK.

=Farm News=

Commenced the New Year "Right Smart."

January issue was 102,000.

February issue was 100,000.

March issue was 100,000.

April issue will consist of 150,000.

No extra charge for the extra service. Orders must be in hand by March 20th, to insure insertion in this big double edition.

THE GARVER PUBLISHING CO., Springfield, Ohio

S. E. LEITH, Eastern Representative,
150 Nassau Street, New York City, or any reliable agency.

Investigation!

If my store were located in the Red Light district of New York City, instead of **Lucky 13 Spruce St.**, the Mazet Committee would surely consider me a fit subject for investigation. My Red Light can be seen from river to river, and the reflection is so great that oftentimes my customers think I am on both sides of the street. It would tickle me almost to death to be subpoenaed by the above named committee, as it would then go on record that my prices are from fifty to five hundred per cent lower than my competitors', and my inks the best in the world. My customers have been so educated to climb stairs and grope through dark hallways that they can hardly realize I am on the ground floor. Call and see me, or send for one of my price lists.

Address,

PRINTERS INK JONSON,

13 Spruce St.,

New York.

**Why not write us to-
day** (to-morrow you may forget about us) **and get
our ideas** (they're good ones) **and
our prices** (neither too low
nor too high) **upon
that order you are
about ready to place
for lithographic** (plain or colored
work) **or printed mat-
ter ?** (It will pay you !)



**The Gibbs
&
Williams Co.,**

Lithographers,

68 New Chambers St.,
(Running through to Roosevelt.) **New York.**

"Two heads are better than one."

Telephone 1682 John.

Why Does *The* **Buffalo** ? *Times* !

Carry one-third
more advertising
than any paper
in its territory
with one excep-
tion? Ask

NORMAN E. MACK, Editor and Publisher.

HENRY BRIGHT,
MANAGER FOREIGN ADVERTISING,
Tribune Building,
NEW YORK. **Boyce Building,**
CHICAGO.

A Chance for All.

Hotel advertisers seeking guests for the summer; cityits desiring boarding places; transportation lines looking for travelers; travelers making up trips.

The Summer Resort Number

OF THE

Brooklyn *Daily Eagle*

June 18th.

A special feature of this issue will be a handsome half-tone supplement in colors, which will contain descriptive articles of each resort section, together with much other valuable summer resort matter, followed by a directory of every hotel and boarding house in the section. Thousands of copies of this supplement will be distributed during the year as the EAGLE Information Bureau Directory; so it behoves all advertisers, large and small, to be represented in this issue. Send for listing blanks, which must be returned by May 25. All advertising should be in by June 10.

The increased circulation that this issue is sure to have will make it an exceedingly valuable advertising medium to local advertisers as well.

***The Greatest Summer Resort Number
Ever Published, June 18th.***

\$500 Reward.

STATE OF NEW YORK, }
COUNTY OF NEW YORK, } S.S.:

CHARLES AUSTIN BATES, being duly sworn, deposes and says :

I am an advertising agent at No. 132 Nassau Street, New York City. I am informed that certain persons have sent through the mails, to my clients and others, postal cards pretending to offer for sale alleged judgments against me, dated nine years ago, aggregating \$1,463.58. I have this day deposited my certified check on the Chemical National Bank of New York City for the sum of one thousand four hundred and sixty-three dollars and fifty-eight cents with Messrs. Wilcox & Brodek, Counselors at Law, St. Paul Building, New York City, and any alleged judgment creditors, or creditors of any kind whatever, are requested to prove their claims thereto.

And I have this day also deposited with Messrs. Wilcox & Brodek aforesaid my certified check for five hundred dollars, which they are authorized to pay to the person who first furnishes evidence which will lead to the identification, arrest and conviction of the person or persons who caused the above described postal cards to be mailed.

The said cards are signed with the name of "D. B. Barnes," who is also said to have an office in Philadelphia, but I have been able to find no such man or office in Philadelphia or elsewhere.

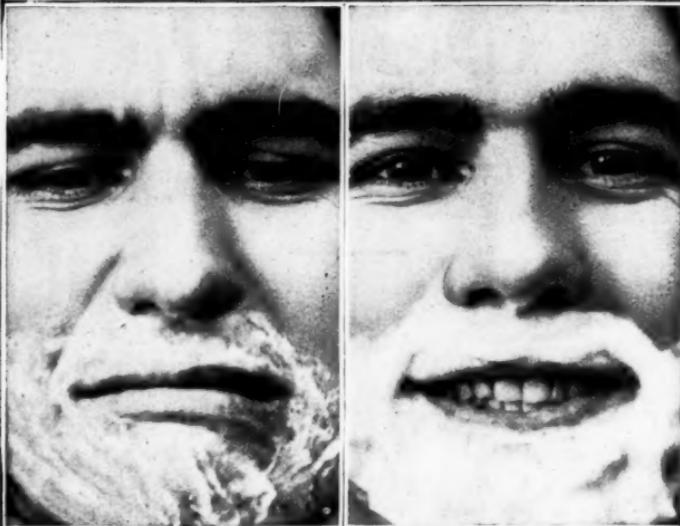
(Signed) CHARLES AUSTIN BATES.

(SEAL.)

Sworn to before me this
10th day of May, 1899.

(Signed) CHAS. A. BRODEK,
Notary Public, N. Y. Co.

WILLIAMS' SHAVING SOAP



This is how he looked when he tried a substitute for Williams' Soap, which his dealer urged upon him.

*This is his expression when he had again procured the "Old Reliable" Williams' Shaving Soap.

Just compare Williams' Soap with any other. See the **BIG, THICK, CREAMY LATHER**. Notice how long it remains moist on your face. How thoroughly it softens the beard. How easily and smoothly your razor cuts. What a soothed, refreshed, velvety feeling your face has after shaving.

Now—take almost any other soap. Note the thin, frothy lather. See how quickly it dries. How your razor "pulls." How your face smarts and itches. How dry the skin feels. Then you will appreciate the force of the illustration above, and will understand why ninety-nine men out of every hundred insist upon Williams' Shaving Soap.

WILLIAMS' SHAVING SOAPS are used by all first-class barbers and are for sale all over the world.

The J. B. Williams Co., Glastonbury, Conn.

Depot: London,

Paris,

Dresden,

Sydney.

BOUND TO BE SEEN.

THE SIGN OF THE BOOT.

The sign of the boot seen hanging in front of the shoemaker's shop may be made of wood, zinc or copper. Of these three the wooden boot is the cheapest, copper the dearest. Such boots have been made also of chalk and of iron. Sign boots are made in two or three standard sizes. They are most commonly seen gilded, but are occasionally finished in some bright color. The boot signs may be bought in the establishment of the dealer in emblem signs, and they may also be bought of the dealers in leather and findings who make a specialty of shoemakers' supplies. Besides these gilded or painted smaller boots there is occasionally seen a giant boot,

with the foot part perhaps three or four feet in length and the leg in proportion, four or five or six feet tall. These great boots, of which the number used is limited, are made of sheet iron or tin and painted. They are not kept in stock. The dealer who wants a boot of this kind gets it made to order.—*N. Y. Sun*.

WILLING TO WORK.

"Let me see," said the editor to a new acquisition, a graduate of the College of Journalism. "I hardly know what to put you at."

"Until you decide," replied the man, "I'll sit down and write a few leading editorials,"—*Life*.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

KNOXVILLE, Tenn.

Mr. Charles F. Jones, care of PRINTERS' INK,
New York:

DEAR SIR—Quite frequently I notice your valuable and interesting articles on "store management," and incidentally touching upon the importance of correct advertising. It will afford me pleasure to have you state through the columns of PRINTERS' INK the relative value of the advertisements herewith inclosed as best calculated to interest possible insurers. Thanking you, I remain, respectfully,

Of the advertisements inclosed in this letter, those of E. P. King & Co. are the best. They are neat, have plenty of white space in them and tell the chief recommendation of the insurance company in a few words: "Pays losses promptly," and that is what we all want our insurance companies to do. If they do that they are all right.

It's the stitch in time," etc.

The settlement of a fire loss "at once" increases the value of insurance many fold.

Pays

Losses

Promptly.

The E. P. King & Co.

Insurance

Agency.

315 West Clinch,
Opp.
Post-Office.

The promise of money is good, within 30 or 60 days is better, but spot cash is best.

Pays

Losses

Promptly.

The E. P. King & Co.

Insurance

Agency.

315 West Clinch,
Opp.
Post-Office.

MARION, O.

C. F. Jones, care of PRINTERS' INK:

DEAR SIR—Two merchants both advertise every day in the year. One changes his advertisement every day; the other lets his run twice without changing. Who gets the best results? E. E. Powers, Adv. Mgr.

It is very hard to tell, Brother Powers. So much depends upon the kind of business which is being advertised, and also upon the quality of the advertising matter.

If the stores referred to are local retail concerns and both advertisers handle the same class of goods, have the same space and the same advantages as to position and copy, I should think the one who changes his advertisement every day would have an advantage over the other one.

THE HURON LAUNDRY,
714, N. Sixth St.
KANSAS CITY, Kan.

PRINTERS' INK, New York City:

GENTLEMEN—A friend of mine suggested our sending you a sample of some printed matter we are sending out monthly. Inclosed is the beginning, and will be followed up each month with something different. I am new in the laundry business, and find it a line which has not been advertised to any great extent in the West, and believe this feature of advertising can be pushed to advantage here.

GEO. M. L. MILLER,

I give below the advertising matter on the circular which accompanied the letter.

I presume this circular is intended to be inclosed in an envelope or handed out just as it is.

The laundry business is very rarely advertised, and therefore almost any advertisement from a laundry attracts some attention.

This advertisement is not a bad one, but it might be better.

In advertising, the thing to talk about is the merits of your business and your merchandise. Tell what you are doing, or what you have to sell and why it is different from what other people are doing. Tell the advantages which your business possesses which your competitor's business does not possess. Glowing generalities about your affairs are only good to use once in a great while. Some little good point about your business is the thing to dwell upon. It will do you more good than dwelling upon the big points.

In advertising a laundry, I would dwell upon the care with which the work is done, the pains which the laundry takes not to wear out a man's collars in a single washing. People are always open to give a good laundry a trial, and the man that has a good

laundry and can convince people of that fact can quickly build up a big business, where his competitor would practically do nothing.

The Huron Laundry and Rome Hardly were built in a day, but Even six months of persistent effort, Hand in hand with a desire to please **U** at any cost, the best of equipment and Really experienced help, have shown us the Only way to so rapidly grow from absolutely Nothing to our present flourishing condition. Let us give your linen a trial, And we are sure we can please **U**, for satisfaction for our patrons— Nothing less—will satisfy us. Don't fail to place your patronage with a Real home institution—here to stay. Yours very truly,

MILLER BROS.,
714 N. 6th St., Kansas City, Kansas.

NEW BRIGHTON, Pa.

Mr. Charles F. Jones, New York City:

DEAR SIR—I am interested in knowing the best way to advertise and sell services such as the inclosed which we publish for Easter, Thanksgiving and Christmas. They are used in Sunday schools. We put them on sale with the various dealers who handle such publications and tried in some of the best church papers. The dealers sell a good many, but the papers brought very little trade.

Any plan you may have will be appreciated. Please do not mention my name. Yours truly,

It really would be very hard to say what to do in this case, for several reasons.

First, the party who sent the letter inclosed no clippings of the advertising which was done and does not state what was the size of the advertisement or time of its insertion. The kind and time of advertising would have a great deal to do with selling a Christmas concert exercise.

For instance, an advertisement inserted six months before Christmas would not be apt to produce profitable returns because it is too early for Sunday schools to be purchasing their Christmas supplies.

Then again, an advertisement inserted one or two weeks before Christmas would be too late for the purpose.

The service spoken about in the letter consists of a pamphlet of sixteen pages, showing songs, responsive readings, etc., for a Christmas Sunday school celebration. It ought to be a very handy thing for Sunday schools who do not know just exactly what to get up for a celebration of this kind.

There is one difficulty about it, however; I am afraid it will be hard to find many Sunday schools who would want to carry it out just as it is written.

In the first place, the songs are nearly all different from those found in the ordinary song-book, and the probability is that the majority of the Sunday school children would not know the songs when the time came for them to sing. Therefore most Sunday schools who bought the pamphlet would buy only one or two to get the recitations, etc., contained therein, and would substitute songs of their own selection which the scholars were familiar with in place of the songs set down in the pamphlet.

The pamphlet is a very nice one and carefully gotten up, but it does not exactly appeal to me as one which could meet with a very large sale, and if the dealers are already selling a good many, I should think that it was doing pretty nearly as well as it was likely to.

I recently received the following letter:

Mr. Chas. F. Jones, New York:

DEAR SIR—I inclose a sample of an advertisement which I am going to use, and I write to you thinking possibly you may be able to help me. Yours very truly,

The following is the advertisement referred to:

Ten dollars per 100, \$100 per 1,000 paid for collecting names and addresses. Send ten cents for blank books, postage, etc.

In regard to such a business, I would say that I would not care to have anything to do with helping it.

You advertise to pay ten dollars for one hundred names, or one hundred dollars for one thousand names.

This is evidently a false statement on the face of it, simply because nobody can afford to do such a thing.

If I were you I would not put out such an advertisement, because the post-office authorities would be very apt to at once suspect you, and as quick as any one made a complaint that you did not fulfill your advertisement, they would stop your mail. You would also get into trouble with the State government, as you know there is a law in New York which makes it a crime for any one to advertise in such a way as is calculated to mislead.

The following from *Success* is a very good explanation of the way in which some merchants in small towns seem to think they can conduct their businesses and make a success of them. This particular instance seems to be a little overdrawn, but it is much nearer.

the truth than many of us accustomed to city ways think possible.

The merchant in a small town complains that the big cities are getting all the business. He forgets that the reason in many cases is because he is driving his trade away from his own store by the way he keeps it, and by the lack of interest which he takes in his own success.

HE TOOK NO INVENTORY.

An old-fashioned merchant who had done business in one of the interior towns for many years had failed, according to the *Michigan Tradesman*. When one of the creditors reached the place, it was to find the merchant working hard to figure it all out.

"Lands! but I don't see why I should fail," he kept on saying. "Mebbe, though, I didn't collect sharp enough."

"You have a heap of goods here," said the agent, as he looked around.

"Yes, more or less."

"When did you take the last inventory?"

"Inventory? Take everything down?"

"Yes."

"And make out a list?"

"Yes."

"And dust off the shelves and mop the floor?"

"That's it."

"And clean the windows and paint the front of the store?"

"Yes."

"I never went into that. I was going to one day about fifteen years ago, but they had a wrestling match in town, and I left the inventory. Mercy on me, but I can't understand why I should fail."

* * *

Chas. F. Jones, care of PRINTERS' INK:

DEAR SIR—Tell us what form of folder or opening card you would advise for a shoe store—we mean something novel. If you can, tell us of something to present the people with some little thing which they will keep and not throw away after a day or two, but take home and place in a prominent position. Yours very truly,

J. R. B.

A real good novelty suitable to give away with any degree of advertising success is a hard thing to get hold of.

I do not know but what the conventional calendar, thermometer, pocket-book, pin-cushion, cigar-case, blank-book, etc., are as good as anything which can be found, unless a patient and careful search is made for some particular thing which would particularly suit the store, the business, the time, the locality, etc., connected with the opening.

The best form of a folder or opening card is one which is very simple and which will go into an ordinary envelope conveniently for mailing.

The way to make the card attractive is to announce the opening of the store in clean cut, truthful language and say something about the souvenir which is going to be given away.

To a certain extent it is easy enough

to get a crowd to an opening provided you give something away. The difficulty is in pleasing them when they do come to the opening, so they will come back again in a few days and buy goods.

The best way which I know of to get hold of an appropriate souvenir is to write to some dealers in such articles and let them send you their sample line. Out of the line you can probably select something of moderate cost which will be appropriate for the purpose for which you wish to buy it.

* *

C. F. Jones, New York:

MY DEAR SIR—This is a town of 6,000 in a good farming district. It is quite a coal center. In the past two years the coal business in this vicinity has been slack, and being the only industry has affected business in all lines. We are twenty-two miles from a large city. We have two steam roads running eleven trains each way between here and there, and that city has naturally secured lots of our trade. This road runs twenty-two cars each way at a fare of \$1.

How can we prevent people from going to the larger city to buy? Respectfully,

As I have said several times before in this department, the only way which I know of to hold local trade against the attractions of a larger city is to give people the same service and the same liberal treatment which they get in the larger city.

The fact that the railroad fare to the larger city is \$1 would no doubt cause many of the local people to buy at home unless they had some important purchases to make, but it is just these important purchases which the profit lies in and which go to make up the total of a store's business.

I know one storekeeper in a small town who keeps a good many of his patrons from going to the larger city by offering to do their shopping. He sells them all the goods they care to buy at home, but when any one of them wants to buy a silk dress or a fine overcoat he makes it a point to get them to let him buy it. He goes to any amount of trouble to please his customers, and as he buys his goods from the wholesale house, while his customers would have to buy from the retailer, he makes a little profit himself and at the same time he makes a point of saving the customer money. He does this even if he loses all his own profit, because he is trying to educate people to believe that they can buy cheaper from him than they can by going to the city store.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It would pay a good many stores to get out a little paper once a month, naming the paper after the store and giving special items and prices and perhaps some other facts of interest about the store.

25 Specials

in the new issue of — 's Weekly — out to-day. A pleasing variety of highest grade foods—just such as you expect from —'s—and all at special prices for a week.

Weekly is free—mail or at stores.

A Good Clothing Ad.

Our clothing business has grown beyond all precedent—it's to-day the best stocked, most popular and in every way greatest clothing store in town—and what's at the bottom of it all? Good clothing—and low prices. By good clothing we mean clothing made on honor, with the "insides as good as the outsides"—clothing that's a pleasure to sell and a pleasure to buy and wear, and by low prices we mean—well, read our offerings for to-morrow—you will know best then what we mean.

Remember, we alter garments to fit—free of charge—and will keep them in repair free for one year. Does the suit or spring overcoat you bought of us last year need fixing up? Bring it in—it won't cost you a cent to have it put in order.

A Gas Ad with Facts and Figures.

Fire! Fire!

Chief Hogg's Annual Report shows that last year in this city there were:

10 Fires from Gasoline Stoves.
13 Fires from Kerosene Lamps.
17 Fires from Overheated Stoves.

13 Fires from Defective Chimneys, or 53 fires out of a total of 129, all of which would not have happened if gas had been used for light and fuel.

The money loss was \$17,538.00, which would all have been saved if gas had been used for light and fuel. Place your orders quick with the Gas Company before you burn up.

Business Like.

How We Buy and Sell Carpets.

We're a mill house. We pay only one profit—and that to the mill. Ordinary dealers are not on the same footing with us. We are cutting, making and laying more Carpets to day than all other Hartford dealers combined. We're saving many persons many dollars—we'll do the same by you.

Here are some price quotations for you to consider:

6c. Tapestries here 45c. yard.
9c. Tapestries here 65c. yard.
65c. Ingrains here 50c. yard.
\$1.20 Axminsters here 70c. yard.
\$1.75 Velvets here at 87½c. yard.

Tea Talk.

Talking About Teas.

We can sell you as nice a tea as most people care to drink for 50 cents a pound. You'd be surprised at the good quality.

For 6c. and 9c. we can give you something fancy, a tea we'll guarantee to be satisfactory.

Wall Paper, Descriptions and Prices.

Our Wall Papers Are Different

Than you see in other stores. The reason is, we control the best lines made. You will not find elsewhere the variety, style and prices that you will here. Call in and see how far a little money will go in papering, and at the same time get the newest and latest designs. We offer for a limited time the following:

3c. per roll for nice dining-room and kitchen papers, worth 5c. and 7½c.

5c. per roll for elegant heavy gilt papers, suitable for dining, sitting and bedrooms, in floral effects and conventional designs; 7½c. and 10c. value.

10c. per roll; beautiful paper in all the latest shades; hundreds of designs to select from; value 15c. and 20c.

Before you buy wall papers be sure and see what we have to offer. We can surely save you money.

*For Any Business.***The Busy Store—
Doggett's.**

Each day our business shows the people are finding out we are pushing to the front with better goods, lower prices, salespeople the very best, and last, but not least, buyers who know their business and buy for the people.

*For Flavoring Extracts.***To Housekeepers!**

Are you satisfied with your flavoring extracts? Those who use our Vanilla and Lemon are satisfied, for they are full strength and fine flavor. Put up in 25c. bottles; also supplied in bulk by the ounce or gallon.

Would Do for Other Lines.

When you get your '99 model wheel, get a '99 model suit to go with it.

'99 model Bicycle Suits, \$5 to \$10.

'99 model Bicycle Hose, 50c., 75c. and \$1.

'99 model Sweaters, \$2 to \$4. Caps to match Suits, 50c.

You can see them in our north window. The new styles in shirts and neckwear also are there.

Full return for your money, or full return of your money.

*Good Side Line for a Livery Stable.***Horse
Want Clipping?**

Well, I should say so. I have opened my hor-e-clipping establishment for the season, and am prepared to accommodate you. Having had 23 years' experience, I consider myself competent to do a first-class job. The only clipper in the city who has the latest improved instruments to work with.

A Good Store Name.

A store name is sometimes a good thing if you have a good one like "The Crystal Corner" or the White Store or the Arcade, or something of that kind. If the name can express some quality like "The Economy Store," or "The Low-Price Store," or "The Ten Cent Store," that is good advertising, as far as it goes. Although, of course, best of all is to have your own name the title and head and front of everything. There could be no better title to a store than simply "Wanamaker's."

*For Furniture.***Furniture—The
Good Kind Only.**

We buy and sell the best furniture made. We test each piece carefully, critically. We refuse all furniture that has the sign of a blemish or is weak in any part. The question of quality is everything with us. When it comes to prices you will find ours prove a fourth to a third less than you will be asked to pay for the same good furniture anywhere else.

There is safety and satisfaction in supplying your furniture needs here.

*Go-Carts.***Go-Carts
are
going—**

going much faster than we thought they might; but there is good reason for it. This season's carts, with their higher front wheels and better general design and shape, are surely somewhat novel and very attractive variations from the regular baby carriage. And the prices are lower than those of baby carriages of equal usefulness.

Makes One Hungry.

"Then let digestion wait on appetite and health on both."

**They
Taste Good.**

Potatoes do, as they are cooked in our Cafe, and, to be really relishable, potatoes must be cooked well. If you like them fried, let us show you how delicately browned ours can be, and how crisp. A hungry man will find them good sauce, and one fond of delicacies will pronounce the fried sweets "simply luscious." For something tasty, and out of the ordinary, with say a broiled chicken or nice fat partridge, have the potatoes served Julienne, hashed browned or hashed in cream au gratin.

*For a Clothier.***Take a Straw**

Matting for the sleeping room; it is decidedly the coolest and cleanest floor covering in existence. It's neat, inexpensive and very easy to take care of.

We have a great big stock of Mattings that we are selling at very low prices. Everything from the cheapest to the best.

*For a Hatter.***Fat Men's Faces**

— are hard faces—they are jolly—good natured—faces—you like 'em—but they are hard faces to fit a Hat to. We make faces a study, and we

Fit a Hat Becominly to any face; it's all in the knowing how.

New shapes for spring for Fat and Thin Men

Good If Lived Up To.

What Constitutes a First-class Market?

Keeping everything in season in sufficient variety to supply all classes.

Keeping first quality of goods. Clerks that understand the business thoroughly.

A nice clean store with everything in its place and a place for everything.

Prices within reason.

A proprietor willing to listen to suggestions from patrons. You will always find the above at

Monuments.

Monuments.

If you have decided to have a monument on your cemetery lot you will be money in pocket if you buy here. Our suggestion will aid you in selecting the proper designs. Thirty years' experience in the business ought to be a sufficient recommendation; we are always pleased to show our stock to prospective purchasers.

Women Won't Skip This One.

When "Company" Stays For Dinner,

Or when you want a special feast of frozen goodies, there is nothing that so usefully takes the place of

ICE CREAM FREEZERS.
No other Freezer is as good as the "—". It works fastest, wears longest, and costs barely more than cheaper kinds.

*For Gloves.***What an Advertisement.**

Selling real kid gloves for a dollar a pair.

Of course there is no money in selling them so; but think of the advertisement! Only three houses in the country so far as we know selling real kid gloves for a dollar a pair—and this is one of the three!

This is Good.

How We Do It.

This department isn't like the every-day furniture store. Perhaps we haven't such a big stock as some, but there is one thing about it—everything we have is bought for spot cash (not on long time as is customary) and is sold for less than sample furniture stores could afford to sell at.

This is no idle talk—it is a hard fact and can be proved easily by comparing our furniture and prices with the stock and figures of any other store.

Good Scheme for Dry Goods Store That Has No Tailoring Department.

Tailor Costumes To Measure.

We offer you the services of the eminent tailoring house of _____ & Co., New York—and here in our store are no less than 500 samples of the most superb suiting to select from. We take measurements, and guarantee the fullest satisfaction. No tailoring concern in the world is the peer of _____ & Co. Their ready-to-wear suits are here for you to examine—and criticise. We can deliver a garment from their shops as promptly as can the local tailors. And remember that every costume from _____ & Co.'s is made under direction of the first designer in the land.

Morris Chairs.

Morris Chairs And Cushions.

We sell them separately. Choose your chair from a stock embracing sixty-five styles, and then select cushions for it from an assortment even more varied. \$2 buys a chair frame of antique oak, and a denim cushion for it costs only \$1.50. \$24 for the most expensive chair, \$16 for the highest-priced cushion. Some of the kinds at between prices,

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

I have a letter from a man connected with a newspaper in a large city who wants to know how to get advertising for that paper.

He states the case in this way:

I am compelled at present to be responsible for the increase of advertising of a weekly paper which, owing to the fact that it was for years a mere adjunct of a job printing office, has never been properly canvassed for among the better class of advertisers.

The paper has a good, strong hold on a considerable number of members of secret organizations.

It is in its seventeenth year and has one of the largest circulations outside of the religious papers and one agricultural paper here.

Now, what I want to know is whether in your opinion to write personal letters and send a circular to advertisers stating our claims is a good way. I will say that our circulation is quite considerable, in almost every town in at least one-third of the counties of the State, and have scattering patrons in Canada, British Columbia, Porto Rico, Texas, England, etc. Our subscribers are good stickers.

My correspondent does not state clearly just what kind of a paper this publication is. It doesn't appear from his letter to be a local newspaper, nor does it appear to be strictly a paper devoted to secret societies, nor to any one object. It is probably one of this large class of general papers which have started as local weeklies and have grown beyond the local bounds.

It would seem to me on the face of it that general advertising is what this paper should consider. It is possible to solicit advertising of this kind by circular or fac-simile or personal letters to good advantage. The first thing is to give the circulation of the paper and the price of advertising. No advertiser whose business is sufficiently profitable to be worth going after, is going to buy advertising until he knows these two facts. I observe that nowhere in this letter of my correspondent does he mention the circulation of his paper. He says that it is large, and I imagine that when he goes after an advertiser he tells him the same thing. Such an adjective gives a very indefinite description. A circulation that

would be large for one publication would be small for another.

The advertiser buying space considers the cost per line per thousand of circulation. It is just like any other business proposition, and few publications can hope to sell advertising to any great extent upon any other basis.

This paper should make a list of all the first-rate general advertisers who are not represented in its columns, and should send to each one a carefully prepared fac-simile letter which will sound as much as possible as if it were a personal letter written to that concern. This letter should tell explicitly what it has to sell in the way of advertising space, what it will cost and what the circulation is. It should give good definite reasons why the advertiser should use that paper.

If this paper wishes to start off on a small scale, it could easily write these letters personally after a form which had been decided upon and send them one after the other to the advertisers worth writing to.

A better way would be to send out letters at more or less regular intervals —say once a week. This series of letters could be well varied by a series of special postal cards printed in two or more colors. The special postal cards would serve to keep the publication before the advertiser, and give only one fact about the advertising of that paper. This series could be made as elaborate as the paper could afford. Of course, even in the case of foreign advertising, personal solicitation is frequently necessary.

The mail series alone is an excellent medium, and can be worked to as great an extent as the means of the paper will permit. Of course it is always a hard proposition for nondescript papers which do not seem to have any special field, which do not seem to appeal to any one class and which do not seem to be trade papers, magazines or religious papers. These are the papers which are neither flesh, fish, fowl nor good red herring. It is hard to make a general advertiser listen to a proposition of a publication of this kind, but

the man who has a proposition to offer and states that proposition in a definite way, will always get some kind of a hearing. If he has anything to sell, and sells it at a low enough price, he will always sell it. This applies to advertising just as well as to any other commodity.

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Jerome K. Jerome tells a story of a man who came up behind another man sitting on the edge of a pier and pushed him into the water. When he found that the man to whom he had given an involuntary bath was a stranger he apologized, explaining that he mistook him for a friend of his.

It is only upon some such ground as this that the following can be explained :

Hello! Mr. Know-It-All!

You, who are most wise and sit in the office or strut down to the Club and talk with your fellow dealer in machinery. You are so wise that you have the dirtiest boilers of any class of steam users catalogued. You think you save money by ordering your engineer to use kerosene, soda ash, concentrated lye, or any old thing you have heard of that does not cost anything. Then you draw your hand before your eyes, go into a trance, and imagine you have saved hundreds of dollars, while you are actually spending thousands of dollars in your extra coal consumed.

There is no man traveling so rapidly back to the middle ages, as a great fool, as the man who will not investigate and prove the existing truth or lie. It is ever a good man's place to expose a lie. You don't want ten dollars' worth of coal saved on an expenditure of ten cents. You would be perfectly willing to pay one dollar or even two dollars, if you were properly educated on the subject, so you could rely upon your own knowledge and not upon what you don't know.

Call at Dearborn Laboratories.

The magnitude and elegance will make your hair stand. The complete collection of electrical apparatus on steam will remove all doubt. The opened records and books will show the millions of pounds consumed without ever having bribed or bought a purchaser. When you fall off that lofty perch—call—or send jug of water. Analysis and report mailed free. Preparations made to suit the water. Antidotal reagents mixed to meet the requirements.

DEARBORN DRUG & CHEMICAL WORKS,
Chicago, Ill.

There are many things in advertising I am not sure of, but of this one thing I am sure, and that is that this ad will never sell a dollar's worth of goods. If it does, it will sell them to men who are such close friends of the Dearborn Drug and Chemical Works that they will stand it to be slapped in the face and clubbed over the head, and at the

same time continue to trade with this concern.

It is all right to talk plainly to your customers in your ads. The right kind of plain talk does good. If you only put it the right way, you can tell the man almost any sort of disagreeable truth and he will take it all right.

But this ad is insulting.

A man who owns machinery may be a "know-it-all" and a fool, as the ad calls him, but his money is just as good as any other man's money, and this is certainly not the way to get it.

I am reminded of another story when I read this ad. One day when the postmaster of a country office came in, the clerk told him that a letter had arrived that day addressed to the biggest fool in town. "What did you do with it?" asked the P. M. "Oh," replied the clerk, "I opened it myself." The postmaster told him that he thought it had reached its address.

This ad, addressed to "know-it-alls" and fools and idiots, will probably reach many of them. Few owners of machinery and other business men are going to appropriate this ad when they must thereby appropriate all the complimentary epithets it contains. Even the fool who reads it will probably comment on it by saying, "If I am a fool, it was another one who wrote this ad."

It is hard to believe in this day and age, when so much is being said about common sense in advertising, that it is really possible for a concern of the standing and capital of the Dearborn Drug & Chemical Works to print an ad like this in a trade journal.

It seems impossible that any concern can have escaped reading some advertising criticism and comment which would warn them against making such an exhibition, even if their own good judgment did not do it.

It is evident that while such ads like these find place in the best trade journals, that there is still some work for the much abused advertisement writer.

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Here is a letter from a fourteen year old advertising agent :

CLEVELAND, O., March 18, 1899.

If it is not asking too much of you I would like to hear your criticism on the enclosed ad which you find within. My father owns the Co-Operative. He advertises every Friday and sometimes Tuesday in the afternoon papers. I have taken an interest in advertising, although I am only fourteen years of age. I do not think that I am too young to learn. I read PRINTERS' INK and

also *Advertising Experience*, and I find *Advertising Experience* not having as good articles as it might. PRINTERS' INK is the only pebble on the beach—at least I think so. I always enjoy reading your articles, and I wish that PRINTERS' INK would give you more space. I've made a few suggestions to my father about his ads. What do you think of them? First, I told him about the number of the store—he had 214-220. I thought it would be better to put 214-216-218-220 Ontario street, because so it will appear to be what it is—that is a large department store—and another thing was about the heading of the ad; it would be better to take more space in describing the store, telling what the store looks like inside, how nice and cozy it is, telling how polite the salesmen are, begin from the door and go through every department, telling of its contents and of its bargains. The trouble is, that we know it and they don't, and the thing is to tell them what the store looks like inside, to give them an idea where they were going if they were never there before. I would be very much obliged if you would publish this in PRINTERS' INK, or in some way let me know what you think about it. Yours truly,

ARNOLD J. STEINFELD,
Care Co-Operative Clothing Co.

214-216-218-220 Ontario street.

P. S.—Would you please tell me some good books to read about advertising?

The ad of your father's store which you inclose is a very good department store ad. It is taken up entirely with brief descriptions and prices. It is well set and is surrounded by a border made of overlapping horse shoes, which makes a good border, and is something of a novelty in the border line.

You are more or less right in your suggestion that there should be an introduction to every ad bearing down upon the general advantages of trading at the store. Still, this may be overdone. It should be as brief and as much to the point as possible. The telling things of a department store ad are the goods and the prices. The better and more pointedly the goods can be described and the lower the prices, the greater the pulling power of the ad.

The very best example of good, pertinent introductions to a department store's ads are found in the ads of the Wanamaker Store. There are several other department stores also which have a knack of talking in type intelligently and interestingly. For one who can not do this and who can not make readable and actually entertaining matter, the best ad is one which simply tells what there is to sell and what it will cost in the plainest and most business-like way. As a matter of fact, this is always good advertising under all circumstances.

Now and then a man will rise up

with a knack which some advertisement writers possess, of writing matter that is good reading apart from the fact that it is good advertising. This adds a relish or piquancy to that advertising which it would not otherwise possess. This is an extra, and can not be done by every one, but plain, straightforward talk is within the reach of every one who wishes to cultivate it, and it is always safe advertising.

One of the few men who could talk very entertainingly and still stick to business in dry goods advertising was Horatio Staples, who was for a long time with the James R. Libby store in Newark. He was a man who had a knack of being more interesting and talking more to the point than any ad-writer I have ever known.

Master Steinfield is on the right track to make an advertisement writer of himself. If he keeps on the way he has done in noticing things, and if he continues to study PRINTERS' INK diligently, he ought to become a very valuable man in his father's store.

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An envelope which bears the legend, "Burtz never sleeps. I am the original Burtz, others came after," of Orlando, Florida, contained the following letter:

ORLANDO, Fla., April 5, 1899.

CHARLES AUSTIN BATES, NEW YORK, N. Y.:
MY DEAR SIR—Should you know of any firms placing directory advertising, I will deem it a fraternal favor if you will furnish me with their address. I am issuing a town directory, on an average of one every six weeks, and guarantee not less than 500 copies each issue. I send you by this mail, under separate cover, my text book, which I hope you will do me the favor to look through. Yours very truly,

JESSIE E. BURT
care San Juan Hotel.

I know of no concern which makes a business of placing directory advertising, nor do I see how it could make a living out of it if it did.

The average business man doesn't believe sufficiently in the value of directory advertising to keep any sort of agency in business for a week.

If there is any such concern and it will communicate with me, I will use the stamp which Mr. Burtz has kindly inclosed and let him know its name and address.

The copy of the directory which he has sent me has never reached me.

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It is the easiest thing in the world to make pretty ads, and the hardest thing to make ads that will bring results and sell goods.

The Street Cars of Cleveland

Are sure and steadfast in bringing profitable results to advertisers, because Cleveland is a veritable hive of industrial activity, a great ship building city, a prosperous lake port, the trading center for a dense population of well-to-do farmers.

Note This

BETTER PAY FOR 3,500.

Cleveland Mechanics Start May with Raised Wages.

CLEVELAND, May 1.—Over 3,500 mechanics of this city will receive increased wages from to day. Seven hundred machine molders went to work this morning with an advance of 10 per cent. Stove plate molders receive a like advance. Carpenters get 27½ cents an hour, and eight hours constitute a day. Union plumbers start the month with a straight \$3 a day scale, a 25-cent advance. Structural ironworkers get a 5 per cent advance, and bricklayers work for 50 cents an hour instead of 45 cents as heretofore. Plasterers receive a slight increase. Lathers receive \$2.50 per day instead of \$2.

The street cars of Cleveland penetrate the State of Ohio to an average distance of 30 miles on three sides, east, west and south; they constantly traverse every important street; 650 cars daily, up-to-date equipment and service.

We control this grand street car advertising service. May we come to you with fuller details?

The Mulford & Petry Company

WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.



EASTERN OFFICE:
220 BROADWAY,
NEW YORK.